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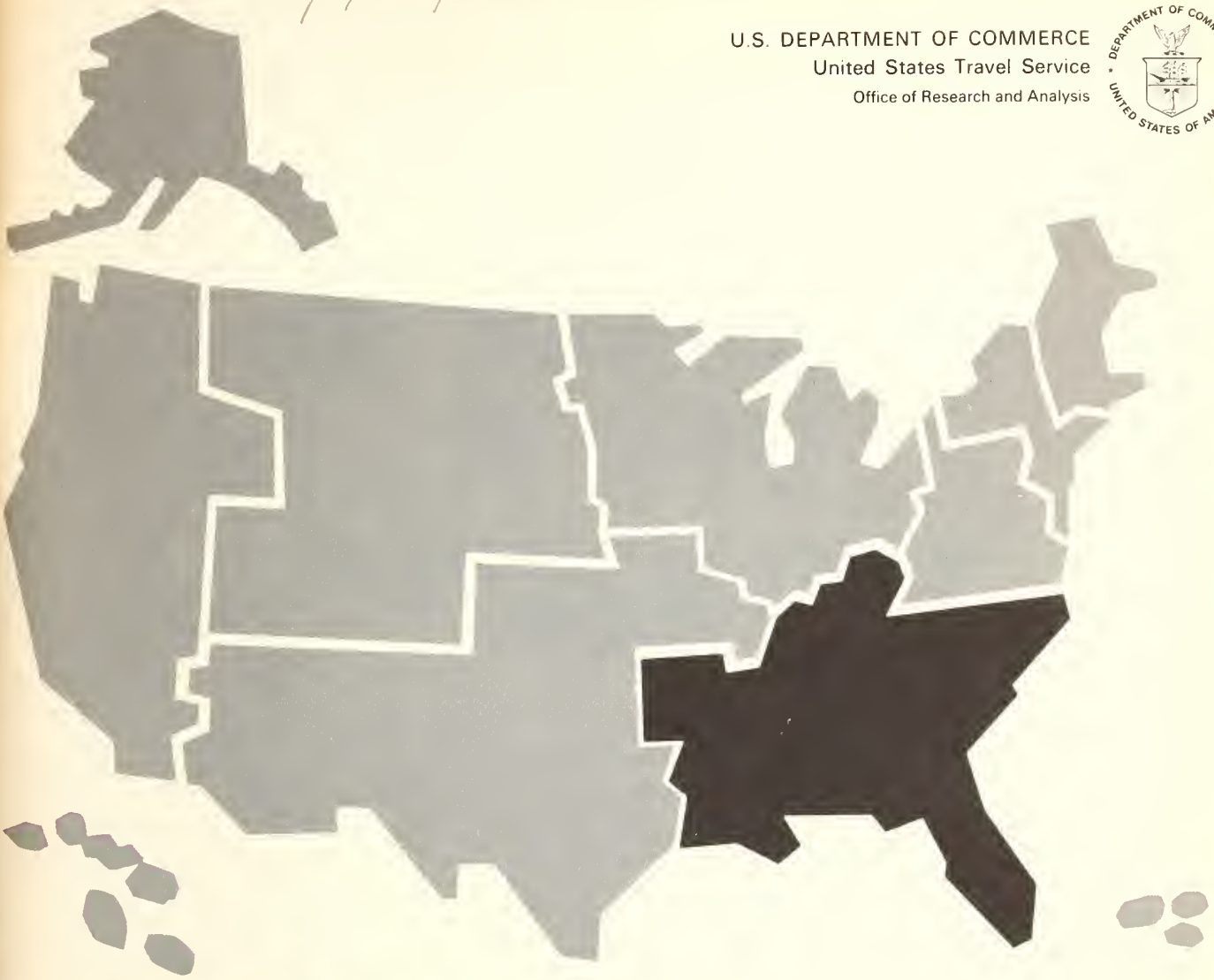

# VACATION TRAVEL BY CANADIANS IN 1976

## IN THE UNITED STATES

## VOLUME 5

## THE SOUTH

PENNSYLVANIA STATE UNIVERSITY
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# VACATION TRAVEL BY CANADIANS IN 1976

## IN THE UNITED STATES
## VOLUME 5

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the nine regions of the U.S.
as well as to the U.S. as a whole.

Conducted by
Traveldata International

Sponsored by
the United States Travel Service,

the Canadian Government Office of Tourism,

the Ministry of Transport (Canada)

Saskatchewan Department of Tourism

and

the Montreal Star, Ltd.

DECEMBER 1977

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SECTION I

# Highlights of Canadian Vacation Travel in 1976

## A. INTRODUCTION

This report provides an analysis of a survey entitled "Vacation Travel By Canadians In 1976" conducted by TRAVELDATA INTERNATIONAL for both the U.S. and Canada. The sponsors of the survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport (4) The Saskatchewan Department of Tourism and (5) The Montreal Star Ltd.

The survey represents the eleventh in an annual series of studies describing Canadian travel patterns and vacationer characteristics. This report incorporates series data, in some cases back to 1966, to facilitate trend analyses.

The report contains 10 volumes. Volume 1—**Summary Report**—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the nine U.S. tourist regions.

Volume 1: **SUMMARY REPORT**—United States.

Volume 2: **NEW ENGLAND**—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Volume 3: **EASTERN GATEWAY**—New Jersey, New York.

Volume 4: **GEORGE WASHINGTON COUNTRY**—Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

Volume 5: **THE SOUTH**—Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.

Volume 6: **GREAT LAKES COUNTRY**—Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.

Volume 7: **MOUNTAIN WEST**—Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.

Volume 8: **FRONTIER WEST**—Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.

Volume 9: **FAR WEST**—Alaska, California, Idaho, Nevada, Oregon, Washington.

Volume 10: **THE ISLANDS**—American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

## B. METHODOLOGY

This survey was based on a national probability sample involving over 10,000 personal interviews with individuals 18 years old and over. The survey includes data on travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands), as well as to the U.S. mainland, to illustrate total Canadian vacation travel to the U.S.A.

**Limitations:** In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

## C. HIGHLIGHTS OF THE FINDINGS

### 1. Incidence of Canadian Vacation Travel

- Fewer Canadians took vacation trips in 1976 than in the year before as the incidence of vacation

travel dropped 3 percentage points from 59% in 1975 to 56% in 1976. This represents an 8% drop in projected trips—from 8.3 million in 1975 to 7.7 million in 1976.

- This decline in vacation travel in 1976 was widespread as Canadians from most provinces (except Ontario and British Columbia) and all socio-economic groups and age categories traveled less than in 1975.

- The decline in vacation travel occurred primarily among those who normally take only one vacation trip per year, as multiple trip takers continued to travel as often as before. The result was a very marginal increase in the average number of trips per year per traveler—from 1.50 in 1975 to 1.52 in 1976.

### 2. Destination of Canadian Vacation Trips

- Continuing a trend, the U.S.'s share of the Canadian vacation travel market grew from its 21% share in 1974 and 23% in 1975 to a record high of 25% in 1976.

- In contrast, travel by Canadians within Canada declined in share—from 66% of total trips in 1975 to 62% in 1976.

- Of the 2.1 million vacation trips to the U.S. in 1976 (+2% over 1975), The South (25%) and The Far West (24%) were the most frequently visited regions. New England (17%), Eastern Gateway (15%) and Great Lakes Country (12%) were the next most popular regions among Canadian vacationers in the U.S. in 1976.

- With respect to shifts in U.S. destination patterns by Canadians from 1975 to 1976, The Frontier West (+64%), George Washington Country (+36%) and The U.S. Islands (+31%) recorded the largest increases in Canadian vacation trips over 1975.

### 3. Trip Expenditures

- Although total vacation travel by Canadians in 1976 declined 8% from 1975, a 10% increase in average party trip expenditures (from $554/trip in 1975 to $607/trip in 1976) increased the total spending by Canadians on vacation trips in 1976 to about $3.2 billion, or 9% more than the estimated $2.9 billion spent during 1975.

- Canadian vacation expenditures in the U.S. were *$996 million* in 1976. This figure represents a 31% share of the total 1976 Canadian vacation expenditures and a 28% increase over the estimated *$777 million* spent in the U.S. by Canadian vacationers just one year earlier.

- Estimated expenditures for each region of the U.S. are dependent primarily upon the number of visitors, length of stay, accommodations used and purpose of trip. It follows, therefore, that The South (25%) and the Far West (18%) received the greatest shares of Canadian vacation spending in the U.S. during 1976. The Frontier West (+177%) and George Washington Country (+88%) experienced the largest increases in vacation receipts in 1976 over 1975.

- The average trip expenditure (including transportation) in the U.S. increased 19% from $687 in 1975 to $815 in 1976, reflecting both a longer length of stay in the U.S. and the inflationary effects on the cost of travel. By way of comparison, the average trip expenditure within Canada was estimated at $394 (+9% over 1975), while the comparable figure for overseas destinations was $1,603 (+2% over 1975).

- Per day party expenditures for trips within Canada were estimated at $37 (+23% over 1975), $56 in the U.S. (+14% over 1975) and $71 for overseas destinations (+1% over 1975).

- With respect to travel to the U.S., the over 40—married—upper income travelers tended to be the biggest spenders. In addition, those who traveled to the U.S. by air spent considerably more on the average than did those who traveled by car, while those on package tours and charter flights tended to spend more in the U.S. than did Canadians who traveled on scheduled flights or independently arranged vacations.

- Finally, the winter market appeared to be more lucrative than the spring, fall or summer markets.

### 4. Demographic Characteristics of the 1976 Canadian Vacationer

- The socio-economic profile of Canadian vacationers differed with respect to certain characteristics depending on whether their trip was to the U.S., overseas or within Canada.

- Briefly, the Canadian domestic vacation traveler tended to be: married (62%); employed in a white collar position (33%), skilled laborer (31%), or retired (11%); about 40 years old (36% falling between 18-29 years of age and 31% being 50 years of age or older); with a family income of at least $15,000 (52%); English speaking (67%); residing in an urban center (81%); and owning their own dwelling (64%).

- Comparatively speaking, the Canadian vacationer in the U.S. was: married (60%); tended to be employed more often in a white collar job (42%) and less often as a skilled laborer (29%) or retiree (10%); about 41 years of age (31% falling between 18 and 29 years of age and 33% being 50 years of age or older); with a higher family income, as 58% earned $15,000 or more; English speaking (66%); residing more often in an urban center (86%); and owned their own dwelling (65%).

## 5. Trip Characteristics

### a) Trip Decision, Planning and Purchase Patterns

- The lead time in planning a U.S. vacation trip has not changed appreciably since 1975. Almost half (48%) made their decision to visit the U.S. within 4 weeks of their actual trip.

- Automobile trips appear to be slightly more spontaneous than air trips, as would be expected. Among auto travelers, 49% decided to visit the U.S. within four weeks of departure compared to slightly fewer, 44%, among air travelers.

- The use of travel agents for planning a vacation trip continued to grow in 1976. One out of five (20%) contacted a travel agent in 1976, a significant increase over both the 16% usage rate in 1975 and the 7% usage rate recorded in 1970. In 1976, travel agents were most commonly used by air travelers (52%), when planning an overseas trip (73%), when buying a package tour (83%) and when traveling on charter flights (88%).

- In 1976, an estimated 2% of all Canadian vacation trips to the U.S. involved the services of a travel agent. About 52% of the air trips to the U.S. and 17% of the bus and train trips involved a travel agent. On the other hand, only 4% of the auto trips and 4% of the motor camper trips involved the services of a travel agent. As might be anticipated, the use of a travel agent was greater among air travelers; for trips which lasted longer than one week; for winter or non-summer trips; and trips to vacation spots.

### b) Mode of Transportation

- Among all Canadian vacation trips, air travel accounted for 34%, one percentage point more than in 1975, but still well below the high level of 39% recorded during the energy crisis in 1974. Of all Canadian vacation trips to the U.S., 31% were by air, representing a rebound from the relatively lower incidence (27%) of air usage in 1975—and nearly equal to the 32% share of Canadian air travel to the U.S. recorded in 1974.

- Auto travel to the U.S., on the other hand, has leveled off at about 58% in 1976, nearly equal to the 59% auto usage share reported in 1975. This share, however, is still well below the high rate of 65% auto share reported in 1973 which seems to suggest that the energy crisis of 1974 has had some longer range effects on travel behaviour.

### c) Tours, Charter and Independent Travel

- "Inclusive package tours" were defined for the respondent as being a trip where "transportation, accommodation and other ground arrangements were bought as part of a package price." The popularity of these types of inclusive package tours continued to grow among Canadian vacationers. In 1976, 23% of all trips on common carriers involved a packaged tour. This is an increase over the 20% reported in 1975.

- As expected, the purchase of inclusive package tours was more common among vacationers to the U.S. than for vacation travel within Canada. In 1976, 31% of all "non-auto" trips to the U.S. were inclusive package tours.

- The Canadian's usage of charter flights for travel abroad did not appear to change between 1975 and 1976. Of all trips by air, 20% were on charter services. Additionally, the usage of charters to both overseas areas (38%) and the U.S. has remained fairly level in 1975 and 1976 (16% in 1975, 17% in 1976).

- The most popular U.S. regional destinations among charter travelers were the U.S. Islands, Florida and California.

- By way of comparison, 7% of all air trips within Canada were on charter, 51% of the air trips to the Caribbean were by charter and 33% (—5% from 1975) to Europe were on charters.

**d) Seasonality**

- A slight shift in the seasonality of Canadian vacation travel to the U.S. occurred between 1975 and 1976. More Canadians visited the U.S. during the winter months of January to March (up to 28% in 1976 from 23% in 1975) while fewer (down to 35% in 1976 from 42% 1975) came through the traditionally well-traveled summer months of July thru September. The harsh 1976 Canadian winter may have contributed to the smoothing of the seasonality factor.

- On the other hand, the seasonality of Canadian domestic vacation travel has retained its previous seasonality patterns. However, trips to overseas destinations have shown a slight move towards more summer travel (+5% from 1975) and less winter travel (—4% from 1975). Possibly, the U.S. winter markets absorbed some of this shift.

- While vacationing within Canada tended to be a summer activity, vacation travel to the U.S. continued to be split more evenly between "summer" and "winter" seasons. Approximately 49% of the trips to the U.S. occurred between June and September and 29% between December and March. Overall, Canadian vacation arrivals in the U.S. on a quarterly basis were as follows: 1st Quarter (23%); 2nd Quarter (18%); 3rd Quarter (42%); and 4th Quarter (17%).

**e) Length of Trip**

- The average duration of trip among Canadians vacationing in the U.S. was 14.6 nights, only marginally longer than the 1975 trip duration of 14.3 nights. Of the total 14.6 nights, 12.6 were in the U.S. while the remaining 2 nights were spent in Canada. It is interesting to note that of the 14.3 nights length of trip in 1975, 12.3 nights were in the U.S. while, again, 2 nights were spent in Canada.

- With respect to Canadian vacation travel within Canada, a decrease in the length of stay was recorded from 12.0 nights in 1975 to 10.8 nights in 1976. This decline is primarily the result of shorter domestic vacation trips among residents of Quebec and Ontario.

- The length of overseas trips averaged 22.5 nights in 1976, about the same as in 1975.

**f) Purpose of Trip**

- In 1976, the most frequently mentioned reason by Canadians for vacationing in the U.S. was "to spend some time at a vacation spot" (43%). The second most popular reason was "to visit friends and relatives" (41%), followed by "sightseeing and doing things in cities and towns" (26%). Participation in non-city activities was mentioned by 33% of the Canadians who vacationed in the U.S. with 17% mentioning sightseeing in rural areas and 16% mentioning camping, fishing, boating and other outdoor activities.

- Only 2% of the Canadians who vacationed in the U.S. during 1976 indicated that they were motivated primarily by Bicentennial events. It is possible, however, that the Bicentennial may have had a less direct or secondary role in motivating Canadians to visit the U.S.

- Skiing is unquestionably a popular sport among Canadians. According to the survey, at least one active skier lives in as many as 1 out of 4 households (23%). However, most skiing was done within the province of residence. From only 2% of the households surveyed did someone take a ski trip to the U.S. in 1976. Less than half of one percent indicated having skied in other countries during the year. However, 5% of the households interviewed in British Columbia reported having skied in the U.S. during 1976.

- "To visit friends and relatives" (48%) continued to be the most prevalent reason for taking a vacation trip within Canada. Other frequently mentioned reasons included "to spend time at a vacation spot" (32%) and "sightseeing and doing things in cities and towns" (18%).

- The average number of reasons offered by the traveler for "main purposes of trip" was 1.7. Overall, spending time at a vacation spot was more important in 1976 than in 1975 while camping and sightseeing were stressed less often.

**g) Composition of Traveling Party**

- Although the composition of the Canadian vacation party traveling to the U.S. continued to be primarily "adults only" (58%), the average size party increased from 2.76 adults in 1975 to 3.20 in 1976.

- In 1976, the most popular types of accommodations used by Canadians vacationing in the U.S. were motels/hotels (65%), friends and relatives (32%) and campgrounds (19%).

- As one might expect, the type of accommodation used in the U.S. differed considerably depending on the nature of the destination. For example, camping was most popular in New England and the Mountain West Regions. Ethnic and social ties were strong motivations for Canadians who visited Massachusetts, California and the Great Lakes Region, as 49% on the average stayed with friends and relatives as compared to 32% for the U.S. as a whole. On the other hand, hotels/motels were utilized more often by "vacation spot" visitors in The South and Far West Regions, 74% and 72% respectively.

## 6. Impressions and Attitudes of Canadian Vacationers Toward the U.S.

### a) Prices in the U.S. vs. Canada

- To some extent, the growth of travel to the U.S. and the recent increase in interest for shopping in the U.S. by Canadians may be an indicator of the belief that the U.S. is relatively less expensive for most goods and services than is Canada. Findings from the survey indicate that 41% of the respondents believe that Canada is more expensive than the U.S., compared to only 13% who felt that the U.S. was more expensive. The greatest perceived disparity in costs between the U.S. and Canada, where the U.S. was seen as being less expensive was with gasoline, followed closely by food, accommodations and souvenir/gift shopping.

### b) Favorable Impressions of the U.S.

- Canadians who traveled to the U.S. on vacations during 1976 were asked what they perceived as their "most favorable impressions about vacationing in the U.S."

- As in 1975, response was varied, again supporting the theory that the U.S. provides a broad base of appeal to Canadians. The physical beauty and weather were most impressive to visitors—particularly the beaches and the water, as well as the scenery in general. Perhaps as a result of the unusually cold and wet weather in many regions of Canada during 1976, more Canadians appeared to be attracted by the American climate—29% in 1976 as compared to 23% in 1975.

- Another appeal of significance was "lower prices" —mentioned by 15%, up from 7% a year earlier and re-enforcing the "less expensive" image previously discussed.

- Further, only 16% did not provide a positive comment, suggesting a high degree of visitor satisfaction.

### c) Unfavorable Impressions of the U.S.

- The U.S. appears to be increasing in favorability among Canadian vacationers as 65% of those who visited the U.S. in 1976 had no unfavorable comments—up from the 58% recorded a year earlier.

- Among those who cited some negative aspects of travel in the U.S., the most frequent comments focused on "social conditions" such as "dirtiness and smog" (4%), "too crowded" (3%) and "violence" (2%). Another 4% indicated that they did not like the food or beer.

SECTION II

# Characteristics of Canadian Vacation Trips/Travelers To the South in 1976

## A. HIGHLIGHTS

The number of Canadian vacation trips to The South during 1976 was estimated at 427,000, or 21% of the total 2 million vacation trips to the United States.

The South's share of total vacation expenditures was somewhat higher than its share of vacation trips; 25% (or $249 million) of the total $996 million spent by Canadians in the United States was spent in The South. Per capita expenditures on each trip averaged $375 as compared to the national figure of $283. This higher per capita trip expenditure in The South compared to the national average was related to the longer duration of the average trip to The South (17.3 nights vs. 12.6 nights for the U.S. as a whole); daily per capita expenditures were marginally lower than for the nation in general ($22 for The South vs. $23 nationally).

**427,000 Canadian Vacation Trips To The South** (+4% from 1975)

- 21% of all Canadian vacation trips to the U.S.
- The most popular region in the U.S. for Canadian vacationers

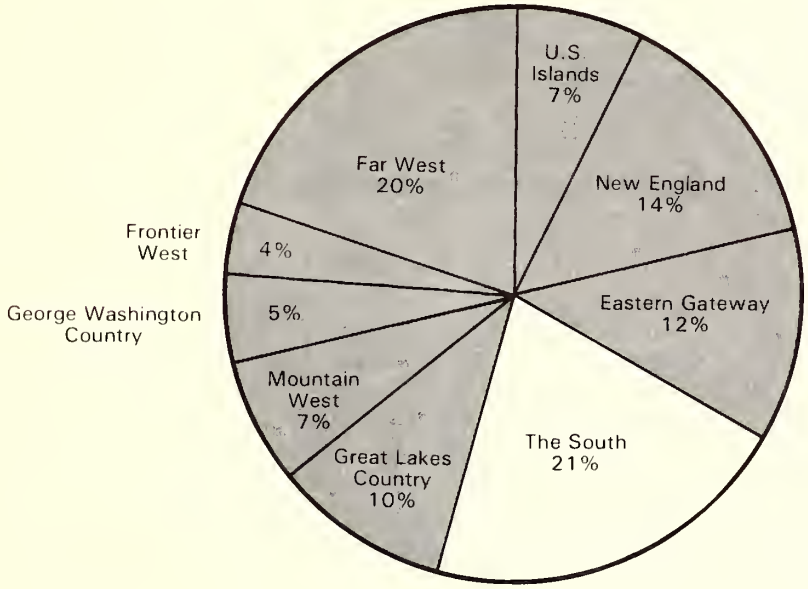
**$249 Million Spent In The South By Canadian Vacationers In 1976** (+15% from 1975)

- 25% of total Canadian vacation expenditures in U.S.
- The largest recipient of Canadian vacation dollars in the U.S.
- $375 spent per adult per trip (+20% from 1975)
- $22 per day per adult spent per trip (+10% from 1975)
- The 15% increase in Canadian vacation spending in The South was related to increases in both increased numbers of visitors (+4%) and increased actual spending on a daily trip basis.

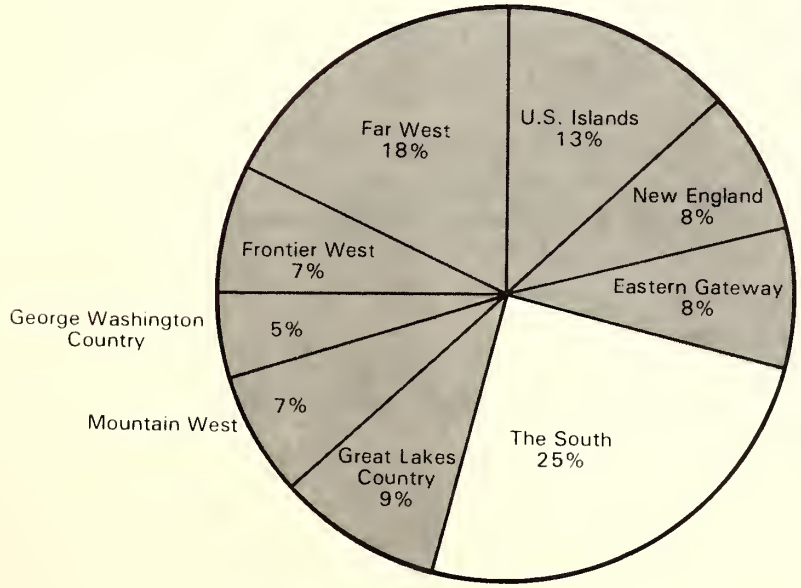
Chart I

## CANADIAN VACATION TRIPS AND EXPENDITURES IN THE U.S., 1976

**Trips: 2,081,000**
**100%**




**Receipts: $996,000,000**
**100%**



## 1. Profile of Canadian Visitors To The South In 1976

Canadians vacationing in The South in 1976 had the following characteristics: 87% were urban dwellers; 89% were from either Ontario or Quebec (59% and 30% respectively); 63% spoke English; 74% owned their own homes; 53% were women; 59% were married; 48% had either attended or completed high school while 38% had incomes of $20,000 or more; 44% were white-collar workers; 55% had no children living at home.

Their trips were characterized as follows: nearly half (49%) traveled to The South by car; 45% traveled during the first quarter (January to March); 64% traveled to spend some time at a vacation spot while 34% engaged in sightseeing. Their average length of stay was 17.3 nights.

### PROFILE OF 1976 CANADIAN VACATION TRAVELERS TO THE SOUTH

| | |
|---|---|
| **Traveler Characteristics** | |
| **Residence:** | Urban (87%)<br>Ontario (59%) and Quebec (30%)<br>English-speaking (63%)<br>Population over 500,000 (45%)<br>Ontario residence for auto visitors (67%)<br>Ontario residence for air visitors (46%) |
| **Dwelling Status:** | Live in single/semi-detached dwelling (71%)<br>Own their own dwelling (74%) |
| **Sex:** | Female (53%) |
| **Age:** | 50 years and over (35%) and 18-29 years (27%) |
| **Marital Status:** | Married (59%) |
| **Education:** | Attended or completed high school (48%) |
| **Occupation:** | Professional/managerial/sales/white-collar (44%) and skilled workers (25%) |
| **Family Income:** | $10,000 to $20,000 (41%)<br>$20,000 and over (38%) |
| **Family Composition:** | Adults only (55%) |
| **Trip Characteristics** | |
| **Purpose:** | To spend some time at a vatation spot (64%) and sightseeing (34%) |
| **Main Mode of Transport:** | Air (46%) and Auto (49%) |
| **Seasonality:** | 1st quarter (45%) and 4th quarter (22%), March (20%), February (13%) |
| **Mean Length of Stay:** | 17.3 nights |
| **Mean Size of Traveling Party:** | 3.30 persons |
| **Use of a Travel Agent:** | 38% used in planning |
| **Decision Lead Time:** | Planned trip within 2 months of departure (54%) |
| **Favorable Impressions of of The South:** | Weather (56%) |
| **Unfavorable Impressions of The South:** | None recalled (68%) |
| **Accommodation:** | Motel (49%), hotel (25%) |
| **Package Tours:** | On common carrier (35%) |

## SIGNIFICANT CHANGES IN CANADIAN VACATION TRAVEL TO THE SOUTH FROM 1975 to 1976

- Increases in:

  —detached or semi-detached home dwellers (65% to 71%)
  —homeowners (66% to 74%)
  —30 to 39 age group (13% to 20%)
  —vacationers with children (33% to 45%)
  —visitors in August (4% to 8%)
  —visitors staying 12 to 23 nights (42% to 50%)
  —visitors disliking nothing (61% to 68%)

- Decrease in:

  —air visitors from Ontario (56% to 46%)
  —visitors from large urban centers of 500,000 or more (51% to 45%)
  —English-speaking visitors (73% to 63%)
  —apartment dwellers (21% to 16%)
  —tenants (34% to 26%)
  —the 50-plus age group (42% to 35%)
  —February visitors (18% to 12%)
  —hotel accommodation (31% to 25%)
  —visitors staying 24 nights or more (21% to 14%)

## SIGNIFICANT DIFFERENCES BETWEEN CANADIAN VACATION TRAVEL TO THE SOUTH AND TO THE U.S. AS A WHOLE

- The South compared to the U.S. as a whole had a much higher proportion of:

  —visitors from Quebec
  —visitors from Ontario
  —those living in detached or semi-detached homes
  —homeowners
  —visitors spending time at a vacation spot
  —auto travelers
  —first quarter visitors
  —March visitors
  —visitors staying in motels
  —visitors staying 12 nights or more
  —users of travel agents

- The South compared to the U.S. as a whole had a much lower proportion of:

  —visitors from British Columbia
  —visitors from the Prairies
  —tenants
  —those visiting friends or relatives
  —sightseers
  —air travelers
  —third quarter visitors
  —July and August visitors
  —visitors staying with relatives
  —visitors staying 5 nights or less
  —those having planned 4 weeks or less prior to their departure

## B. DETAILED FINDINGS

The Canadian vacation market for The South during 1976 is described under the following three section headings: 1. Trips/Receipts; 2. Traveler Characteristics; and 3. Trip Characteristics.

### 1. Trips/Receipts

Again in 1976, The South ranked as the most popular destination for Canadians vacations in the U.S., and again also ranked first in terms of receipts generated by these visitors. An estimated 21% of Canadian vacation trips to the U.S. were to the region which also accounted for 25% of their expenditures, a slight decrease from the 28% share enjoyed in 1975. In absolute numbers, 427,000 Canadians visited The South in 1976, 21% of the 2,081,000 Canadian trips to the United States. (An additional 86,000 Canadian trips involved one or more nights in The South en route to other regions.) Of the nearly 1 billion dollars spent by Canadian vacationers in the U.S. ($996 million) in 1976, The South received an estimated $249 million.

Trips to The South increased 4% from the 1975 figure of 409,000, an increase greater than that experienced by the U.S. as a whole. The per capita spending per trip increased slightly by one percentage point—from 20% in 1975 to 21% in 1976.

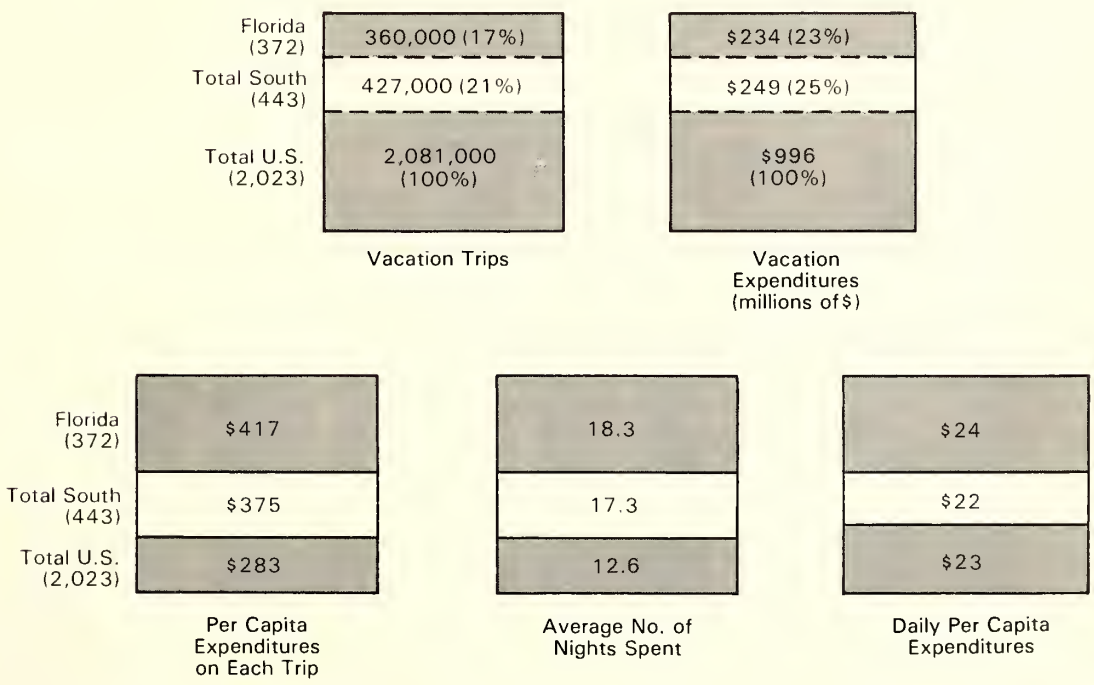
Canadian vacation expenditures in The South increased by 15% over 1975, less than the 28% growth registered by the U.S. as a whole. The per capita spending per trip increased by 20% over 1975, from $313 to $375, a 2% increase over the 1974 figure of $367. Daily per capita expenditures increased from $20 in 1975 to $22 in 1976.

Florida remained the most popular destination within The South, with 84% of those vacationing in The South staying there one or more nights. Canadian vacationers to Florida spent an estimated $234 million there, up 18% from last year's figure of $199 million, and representing 95% of all Canadian expenditures in The South.

Chart 2

## CHARACTERISTICS OF CANADIAN VACATION TRIPS TO THE SOUTH

**(1976 Expenditures in U.S. Only)**



## 2. Traveler Characteristics

This section presents a brief analysis of selected demographic characteristics of 1976 Canadian vacation travelers to The South: province of residence; residence of auto/air vacationers; size of community of residence; language spoken; type of dwelling occupied/owned; sex; age; marital status; occupation; family income; and family composition.

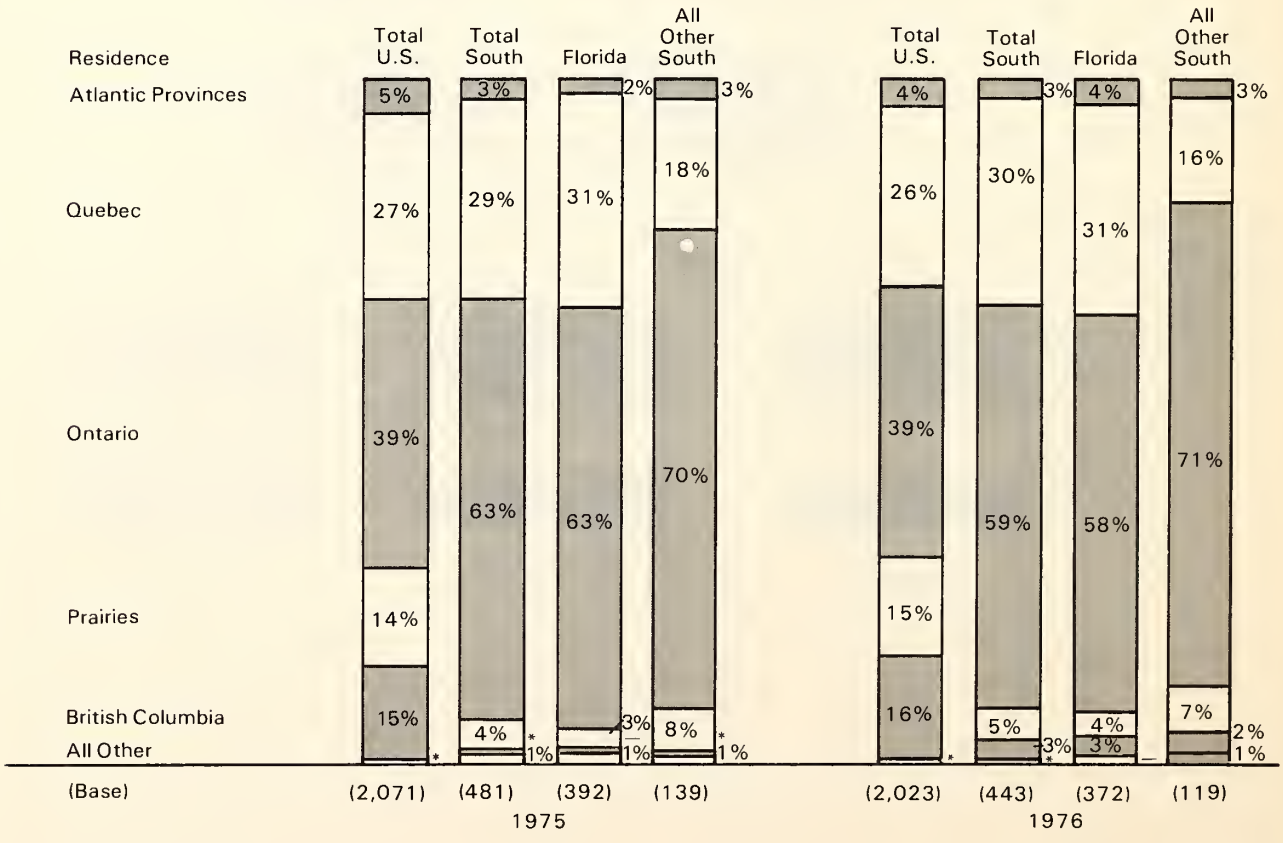
### a) Province of Residence

Ontario remained the key market for Canadian vacations to The South, accounting for 59% of all Canadians visiting there. Quebec was a distant second, the residence of 30% of Canadian vacationers to the region, while other provinces accounted for the small remainder: 11%.

Some changes from the previous year were apparent: Ontario's share of Canadian vacationers to The South stood at 59% in 1976, a drop of 4 percentage points from the 1975 figure of 63% (which itself was a drop from the previous year's level of 67%). Ontario's loss was taken up by British Columbia whose share increased from less than 1% in 1975 to 3% in 1976.

Canadian visitors to Florida closely resembled visitors to the region as a whole. This could not be said of Canadians whose vacation destination were to other areas within the region: 71% originated from Ontario, while only 16% originated from Quebec.

Chart 3
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY RESIDENCE**

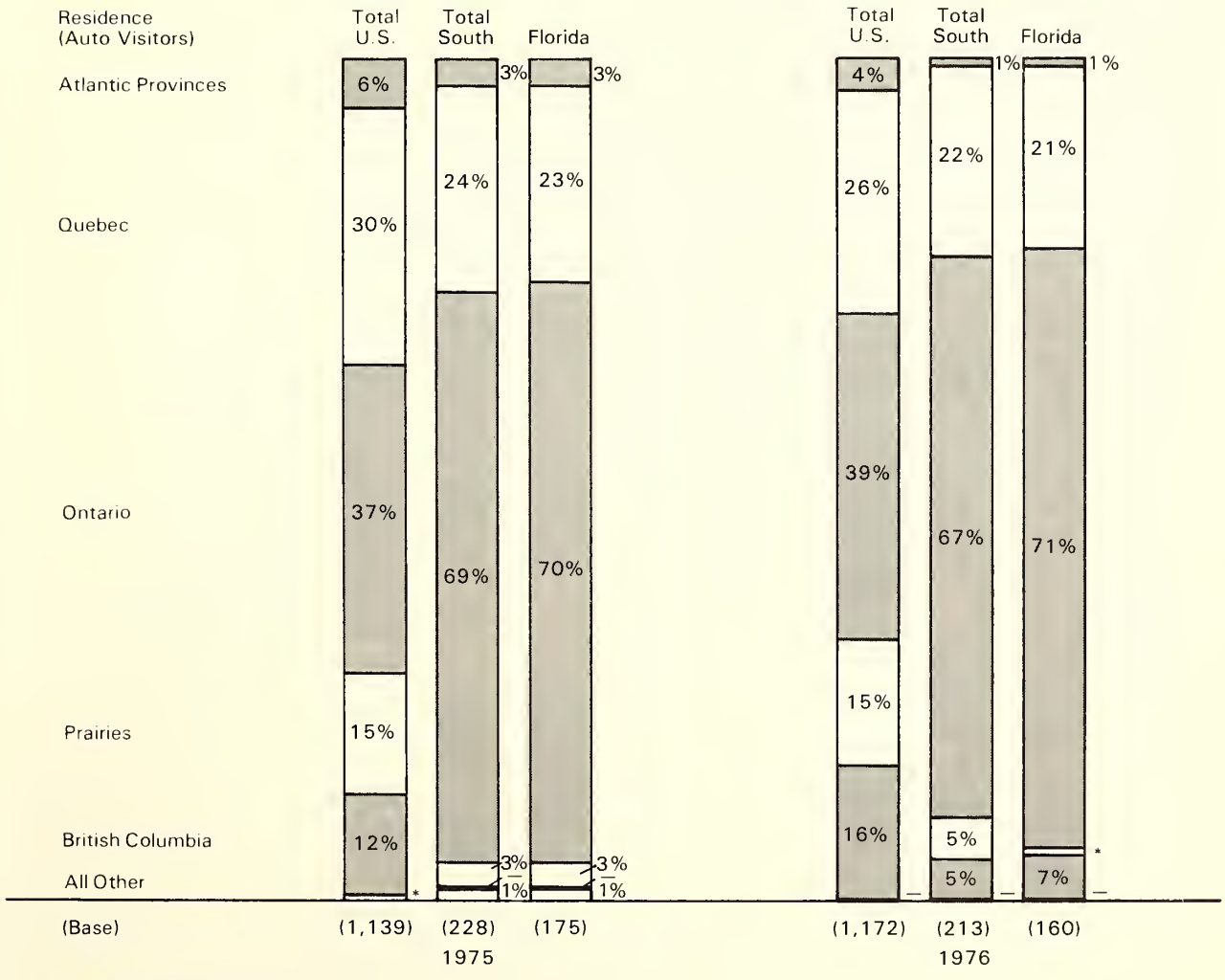



*Less than ½ of 1%

**b) Residence of Auto/Air Travelers**

Canadians traveling to The South by car or motor camper were more likely to be from Ontario than visitors to The South generally (67% for auto travelers vs. 59%) and less likely to come from Quebec (22% vs. 30%) a general conclusion similar to that drawn in 1975. By contrast, Quebec's share of the air travelers (40%) was greater than its overall share of travelers to The South (30%) while the reverse held true for Ontario (46% of air travelers and 59% of the travelers in general to The South). This was a change from 1975, when Ontario accounted for 56% of air travelers compared to Quebec's 35%.

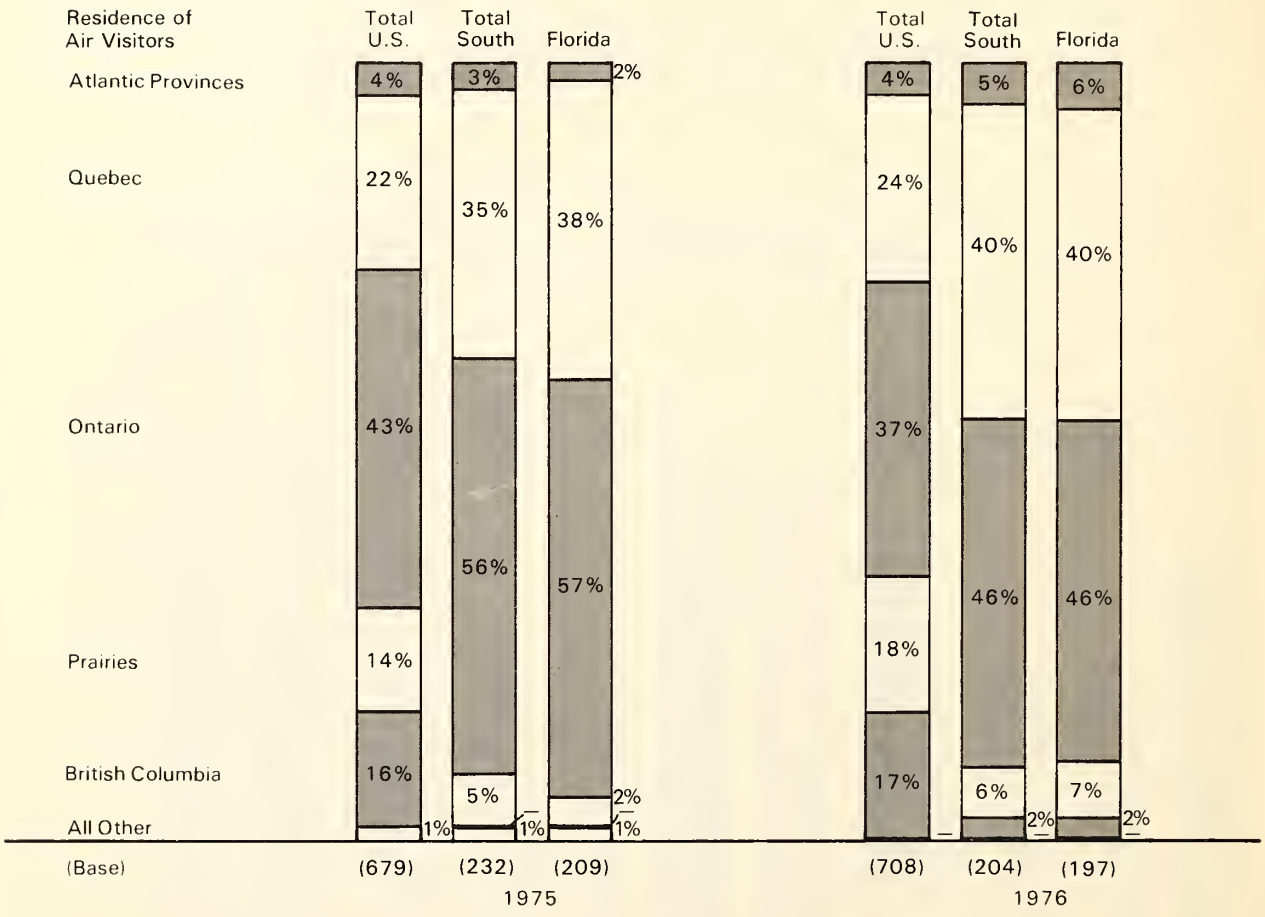
Chart 4
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY RESIDENCE OF AUTO VISITORS**




*Less than ½ of 1%.

Chart 5

## CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY RESIDENCE OF AIR VISITORS



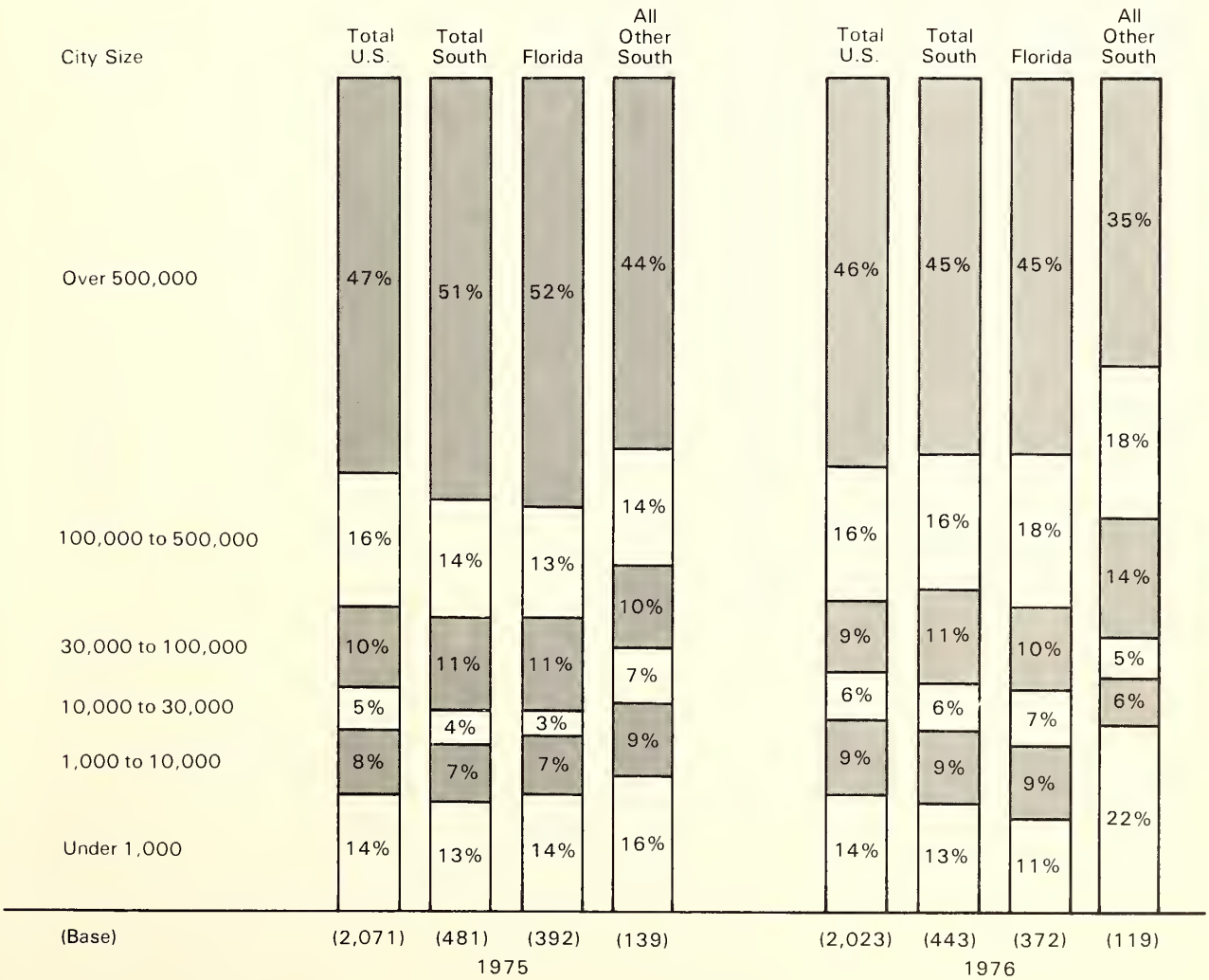
### c) Size of Community of Residence

Canadian travelers to the South were very similar to Canadian travelers to the United States as a whole in terms of the size of their community of residence: 45% came from large urban centers of $500,000 or more population compared to 46% for Canadian visitors to the U.S. generally. An additional 27% came from intermediate-sized cities of 30,000 to 500,000 population, the same percentage as for all Canadian visitors to the U.S. Other community sizes also reflected this similarity.

The percentage of Canadian travelers to The South originating from the larger urban centers of 500,000 or more dropped (to 45%) from the 51% registered in 1975. This was the only major change over time.

Canadian visitors to areas of The South other than Florida were less likely to originate from the large urban centers than were visitors to the region as a whole. Only 35% of vacationers to destinations other than Florida originated from centers of more than 500,000 population compared to 45% for visitors to The South as a whole. Visitors from towns of under 1,000 of population accounted for 11% of Canadian visitors to Florida, half the percentage (22%) which other areas in the region drew from the same centers.

Chart 6
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY SIZE OF CITY OF RESIDENCE**



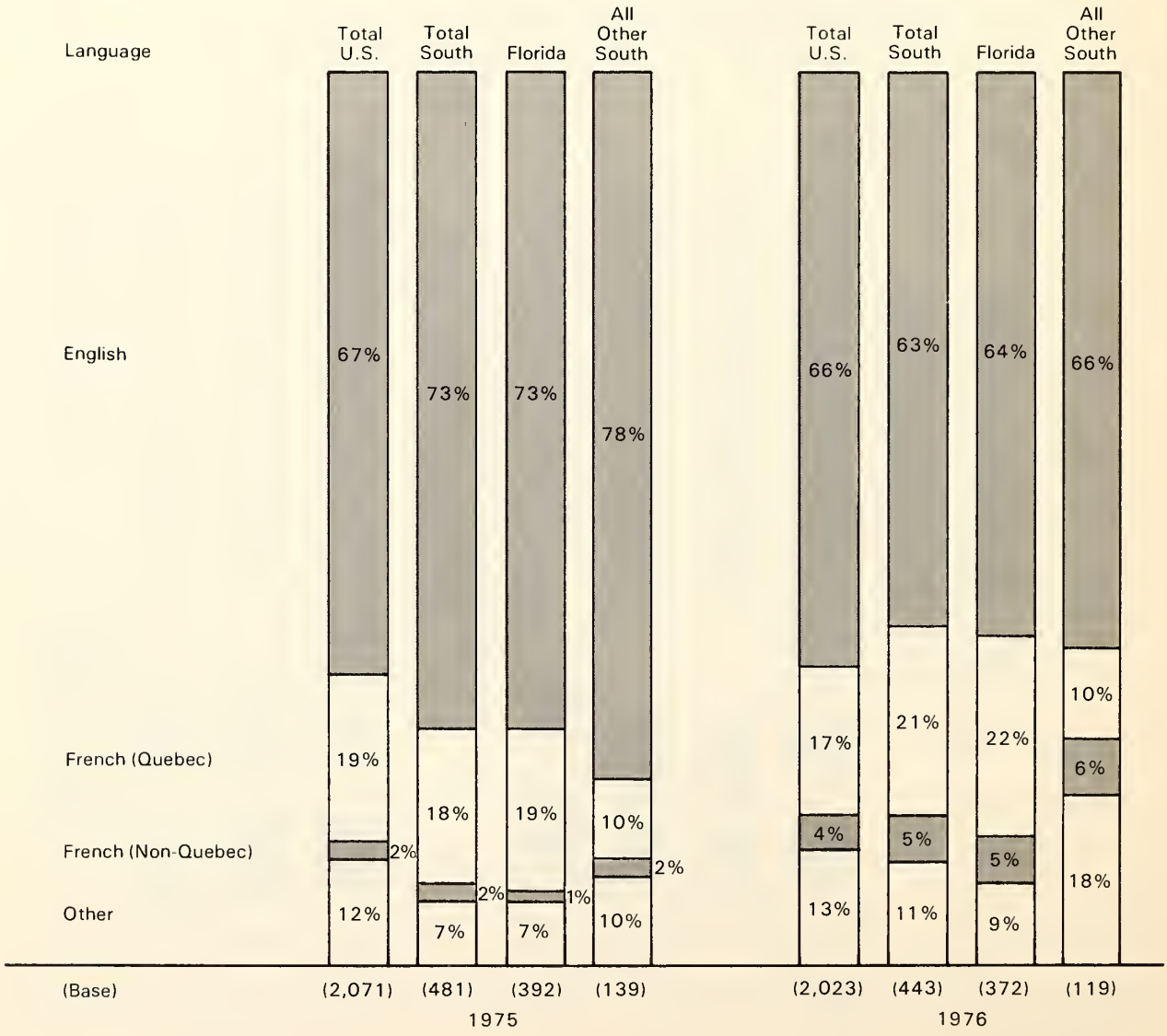
**d) Language Spoken**

English-speaking Canadian visitors to The South were fewer, proportionately, in 1976 (when they accounted for 63% of all Canadian visitors to the region) than in 1975 when the figure stood at 73%.

This decrease was made up by increased representation from both the French-speaking visitors (up from 20% in 1975 to 26% in 1976) and from other language groups (up from 7% to 11%).

These other language groups made up 18% of visitors to states other than Florida, almost double the 1975 figure of 10%.

Chart 7
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY LANGUAGE**



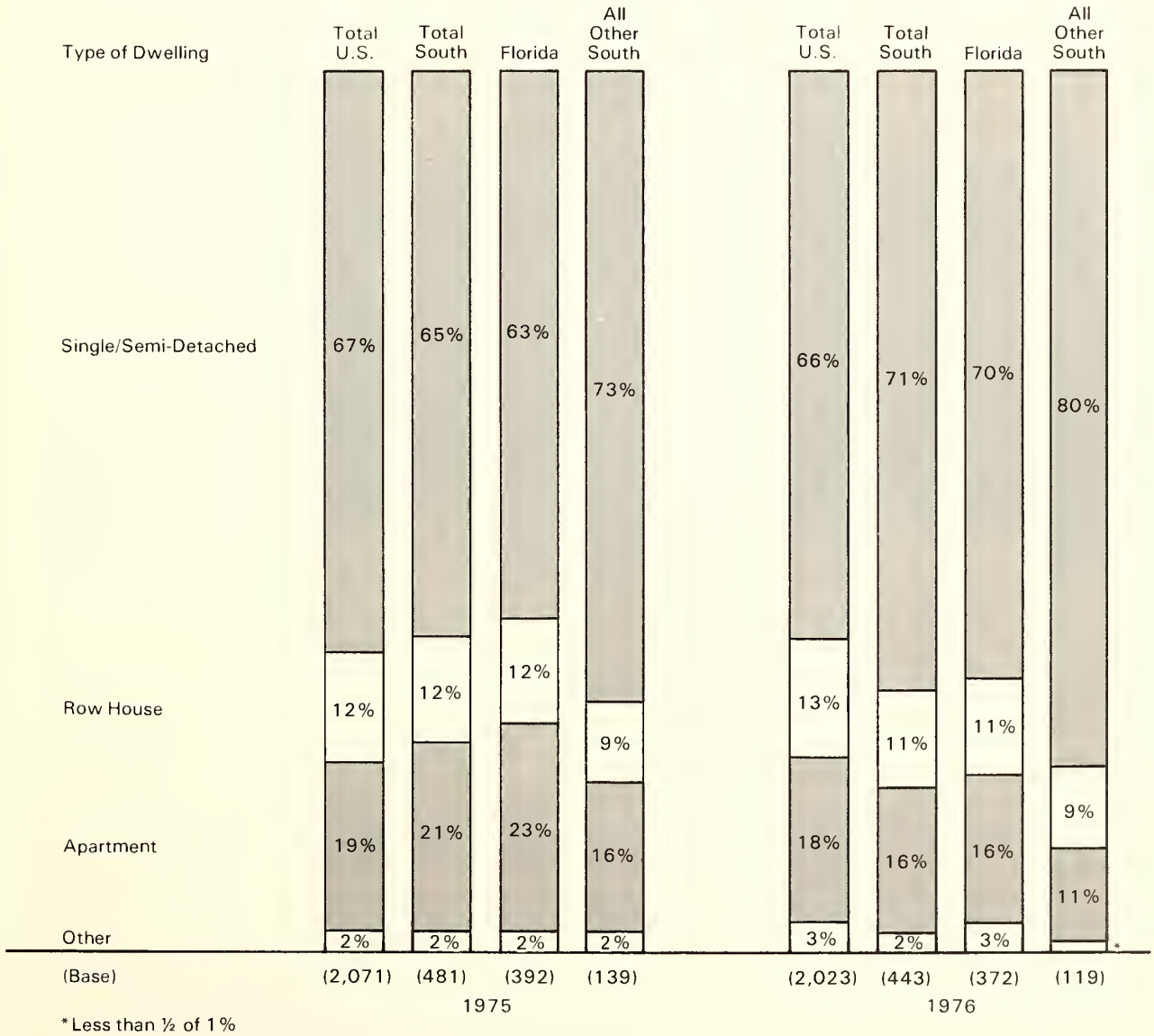
**e) Type of Dwelling Occupied/Ownership**

Canadians visiting The South were somewhat more likely to live in detached or semi-detached homes than were visitors to the U.S. as a whole. Of these, 66% lived in this type of dwelling, while the proportion among visitors to The South was 71%, an increase over the 1975 figure of 65%.

Canadian visitors to Florida were similar in this respect to visitors to The South as a whole, but visitors to other areas in the region were even more oriented toward this type of dwelling: 80% lived in a detached or semi-detached home.

The trend toward home ownership among visitors to The South continued in 1975: only 26% were tenants, compared to 34% in 1975. This proportion held constant among all regions of The South.

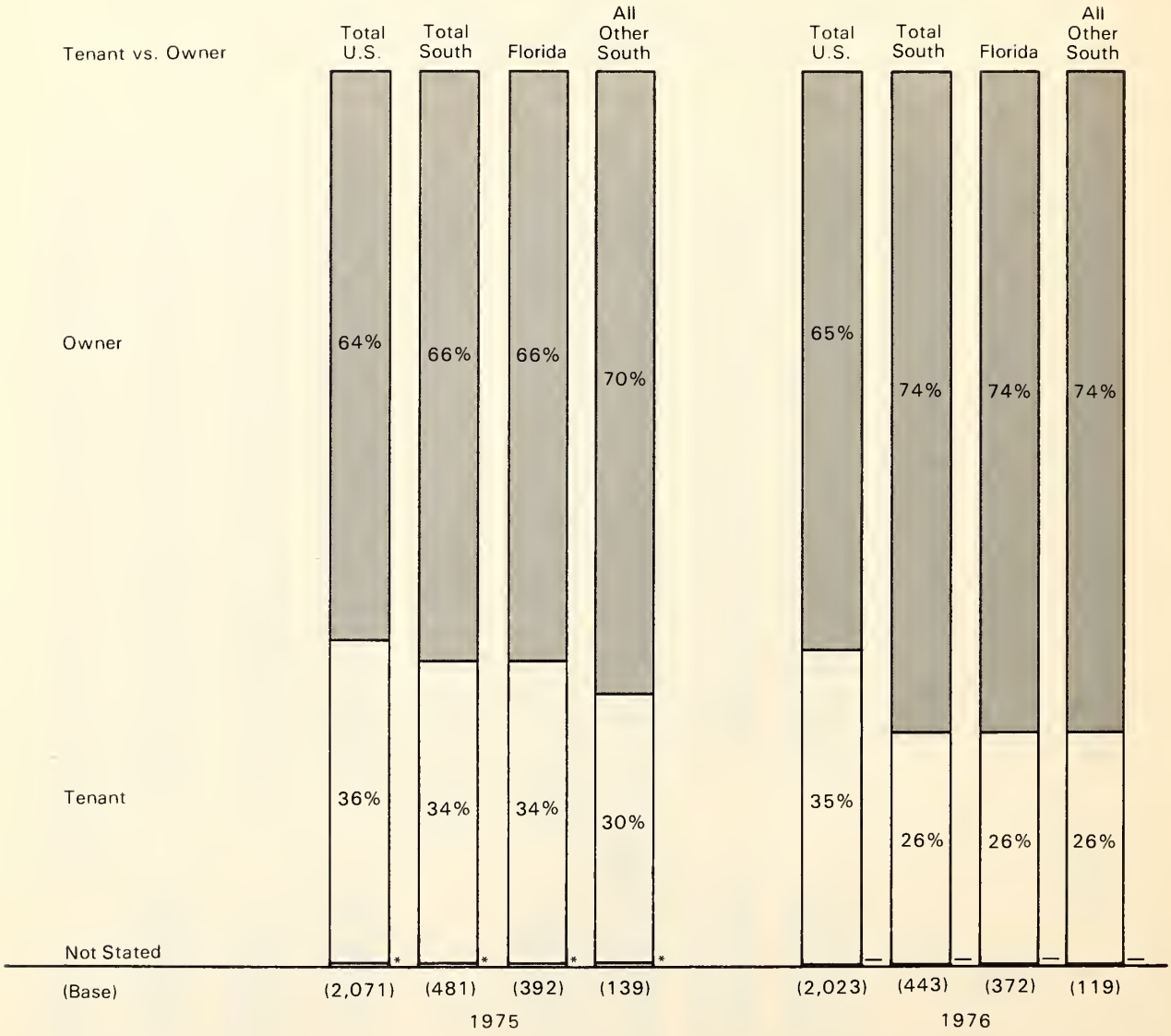
Chart 8
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY TYPE OF DWELLING**




*Less than ½ of 1%

Chart 9

## CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY DWELLING OWNERSHIP



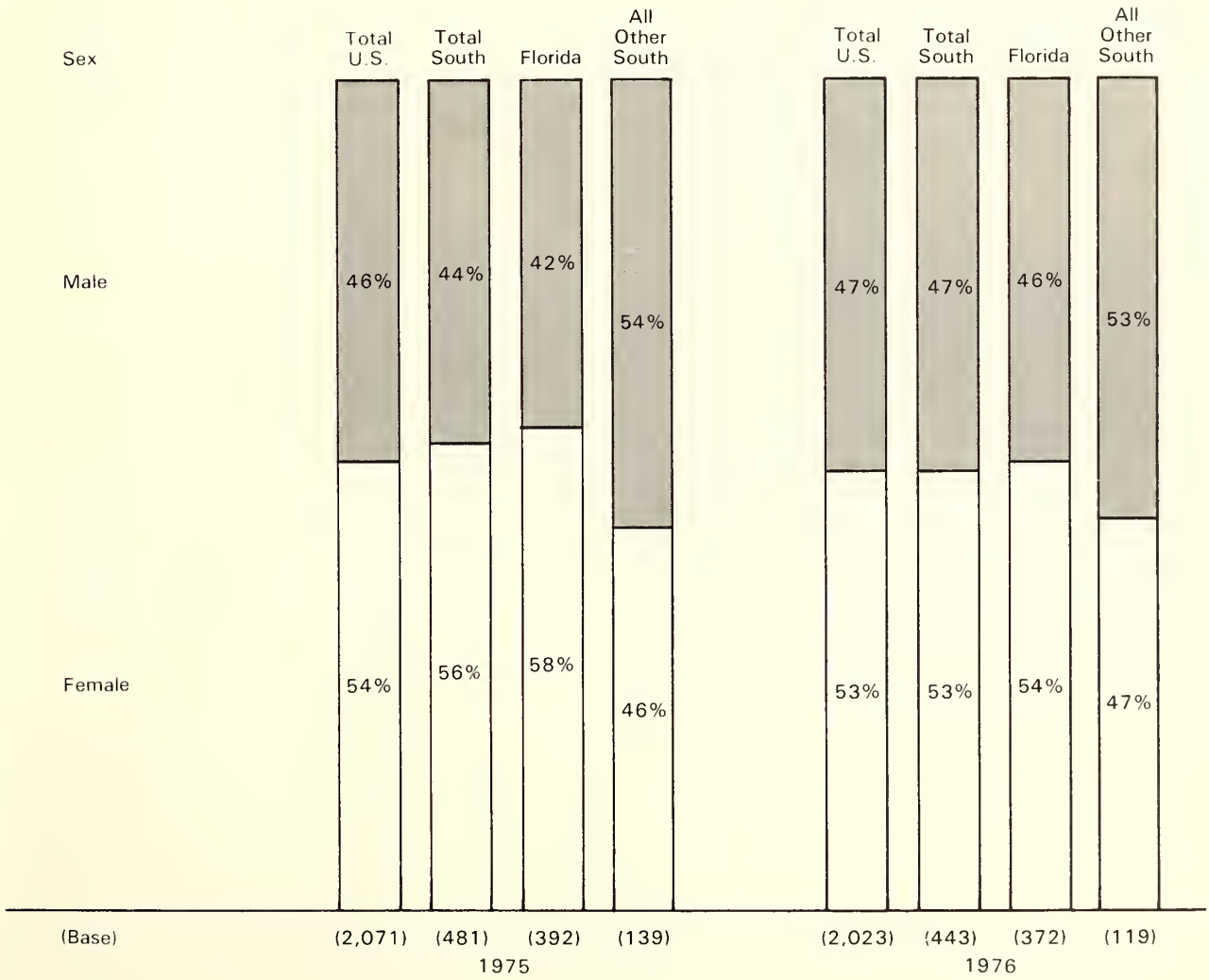

Less than ½ of 1%.

**f) Sex**

The male/female ratio among Canadian visitors to The South matched that for the U.S. as a whole, with women representing 53% of all visitors. This was a decrease from 1975 levels, when women represented 56% of Canadian vacationers to The South and 54% of Canadian travelers to the U.S. as a whole.

This decrease in travel by women was noticeable in Florida (from 58% in 1975 to 54% in 1976). Other destinations within the region stayed near their previous level (46% in 1975, 47% in 1976), a level of female representation somewhat lower than the others.

Chart 10
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY SEX**

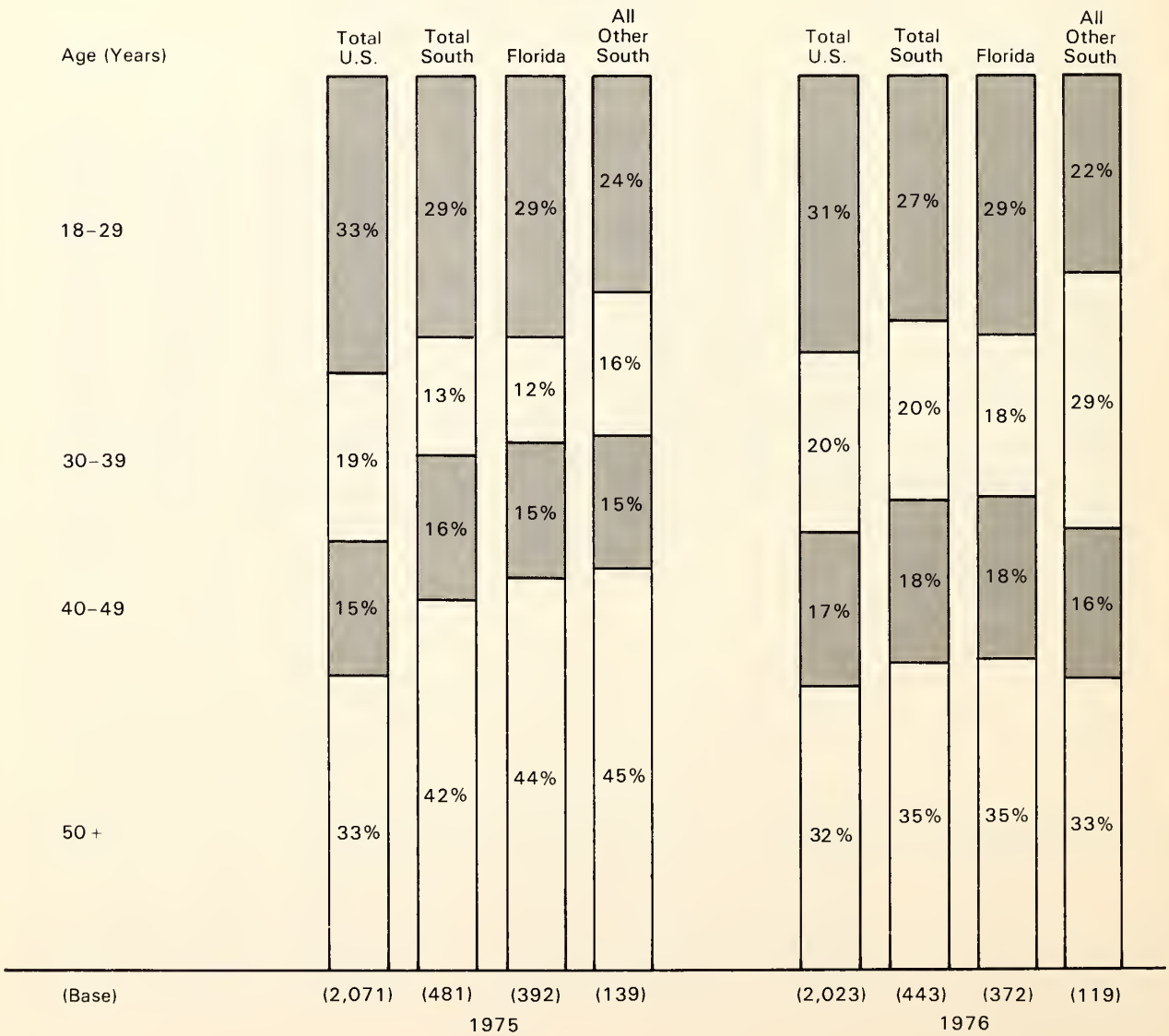


**g) Age**

Though Canadians visiting The South continued to be somewhat older than those visiting the U.S. overall, the difference was not as pronounced in 1976 as in 1975. In 1976, 35% of Canadian vacationers to The South were aged 50 or over, compared to 32% for all Canadian visitors to the U.S. In 1975, these figures were 42% and 33% respectively.

The age distribution of Canadian visitors to Florida was virtually identical to that of all visitors from Canada to The South. Canadian visitors to other destinations in the region were more likely to belong to the 30 to 39 age group (29% vs. 20% for the region as a whole and less likely to belong to the younger age category (22% vs. 27% for The South).

Chart 11
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY AGE**

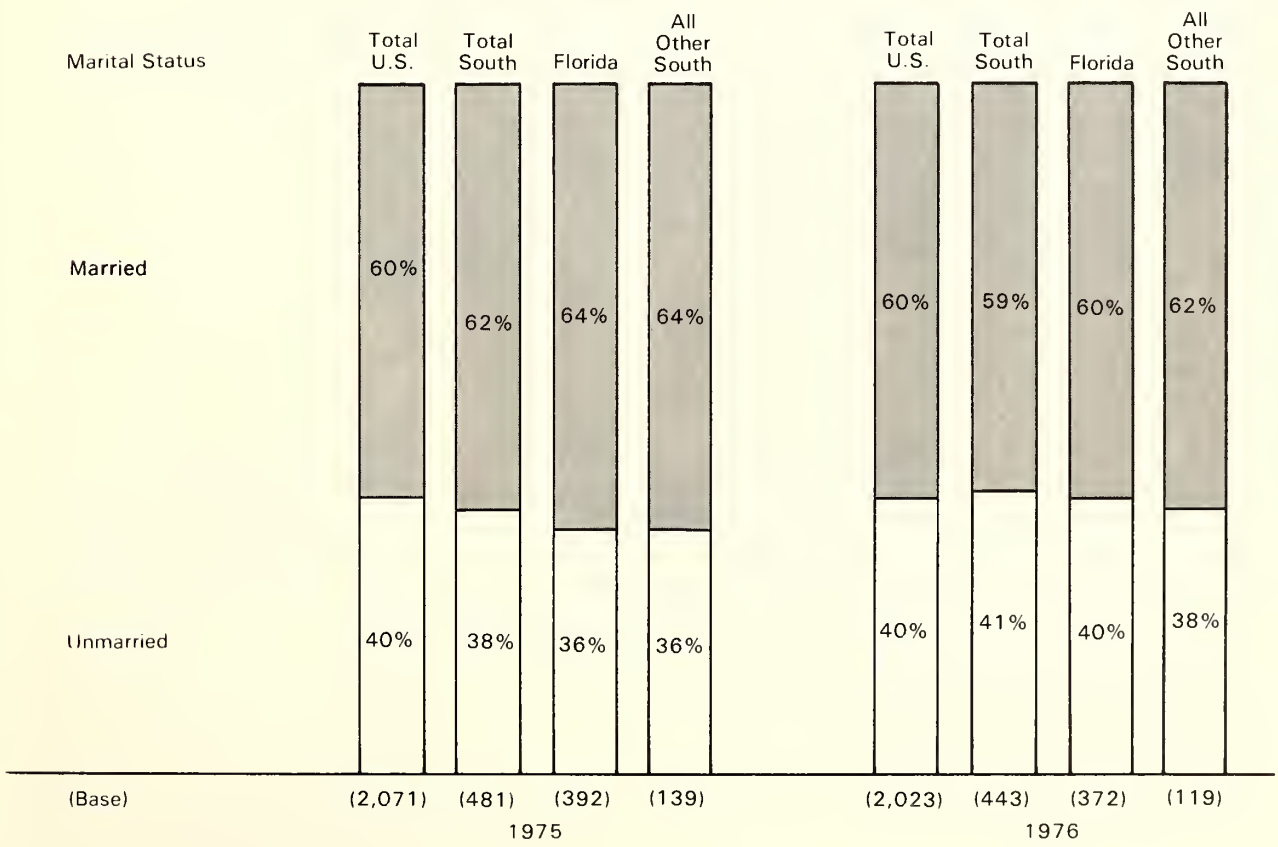


### h) Marital Status

From 1973 through 1976, the proportion of married Canadians visiting the U.S. remained virtually constant at approximately 60%. Married Canadians visiting The South, on the other hand, declined from their high of 67% in 1973 to their current level of 59%, not significantly different from the national figure.

As in 1975, there was no real difference in marital status between Canadians visiting Florida (60%) and those visiting other areas of The South (62%).

Chart 12
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY MARITAL STATUS**



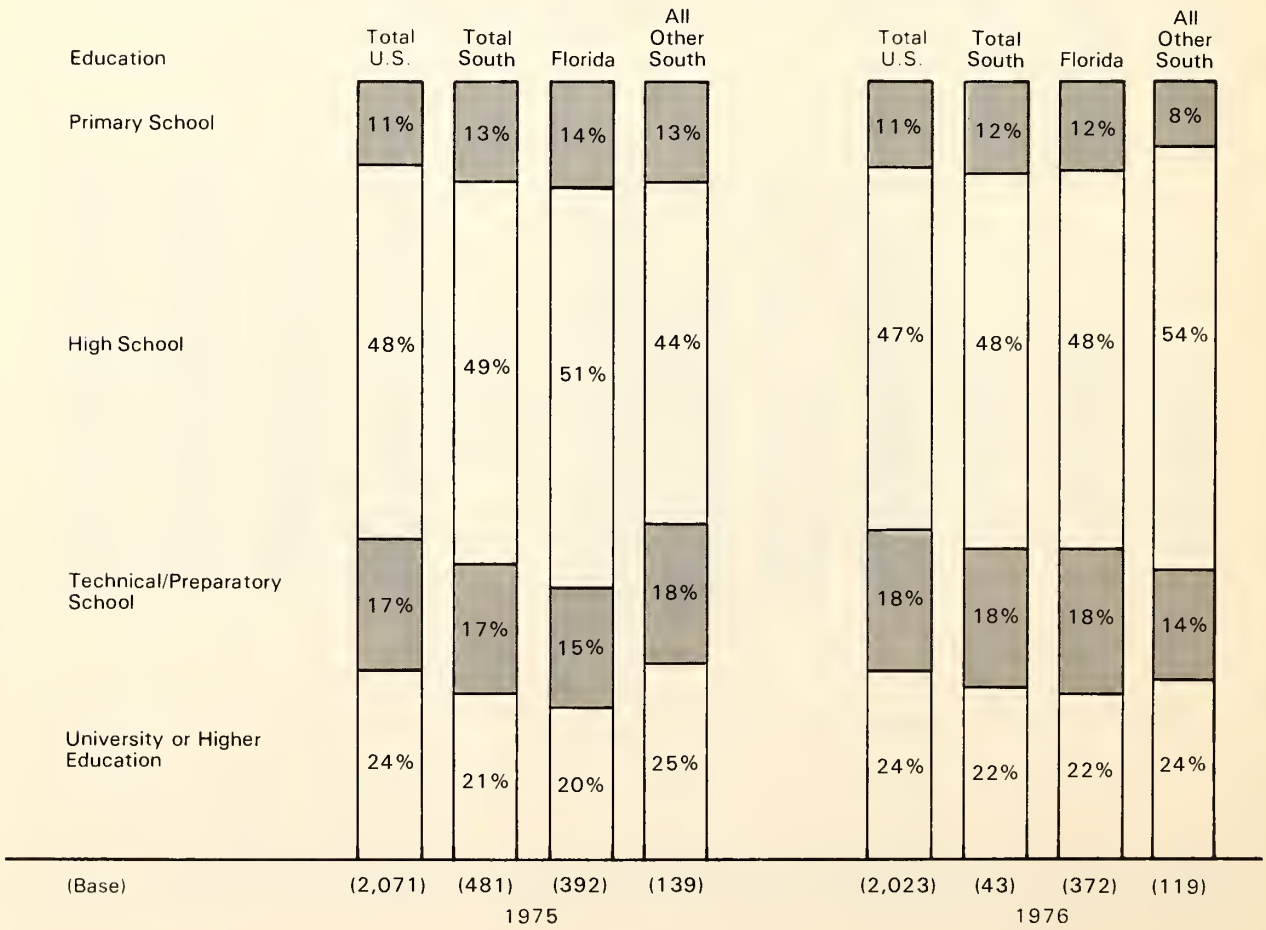
### i) Education

The Canadian visitors to The South closely resembled Canadian visitors to the U.S. overall in terms of educational level; both distributions were virtually unchanged from the 1975 profiles.

Nearly half (48%) of The South's Canadian visitors had attended or completed high school (vs. 47% for the nation as a whole); 22% had university education or higher (vs. 24%); 18% had attended or graduated from technical school, identical to the U.S. as a whole. The remaining 12% (11% in the case of the Canadian vacationer to the United States overall) had attended or graduated from primary school.

Educational differences between the Canadian visitor to Florida and those visiting other destinations in The South were negligible.

Chart 13
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY EDUCATION**

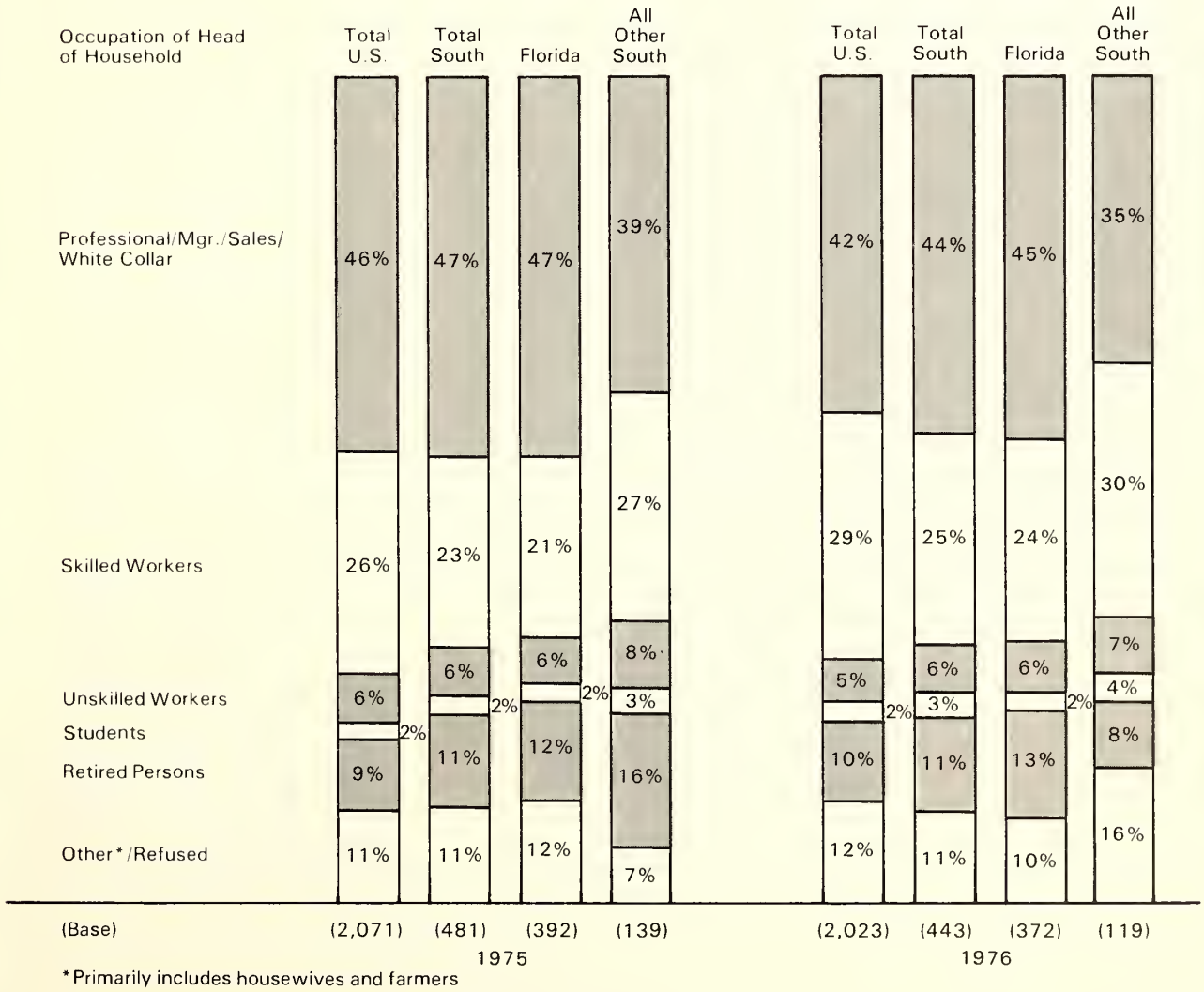


### j) Occupation of Head of House

The occupational profile of Canadian visitors to The South remained stable in 1976, with the single largest group of vacationers still represented by households whose chief wage earner was employed in a white-collar occupation (professionals, managers, sales and clerical personnel). Visitors in this category accounted for 44% of Canadians vacationing in The South (compared to 42% for Canadian visitors to the U.S. overall). The other key occupational category was skilled workers, representing 25% of Canadian visitors to The South (29% nationally).

Canadians visiting Florida were quite similar, on this dimension, to Canadians visiting The South overall. Some differences could be detected among Canadians visiting other areas in the region: white-collar workers were under-represented (35% vs. 44% for The South as a whole), while skilled workers were somewhat more prevalent (30% vs. 25%). Retired persons only made up 8% of Canadian visitors compared to 13% for Canadians visiting Florida. Finally, farmers and housewives (classified as "other" below) were less prevalent in Florida (10%) as they were in other areas of The South (16%).

Chart 14
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY OCCUPATION OF HEAD OF HOUSEHOLD**



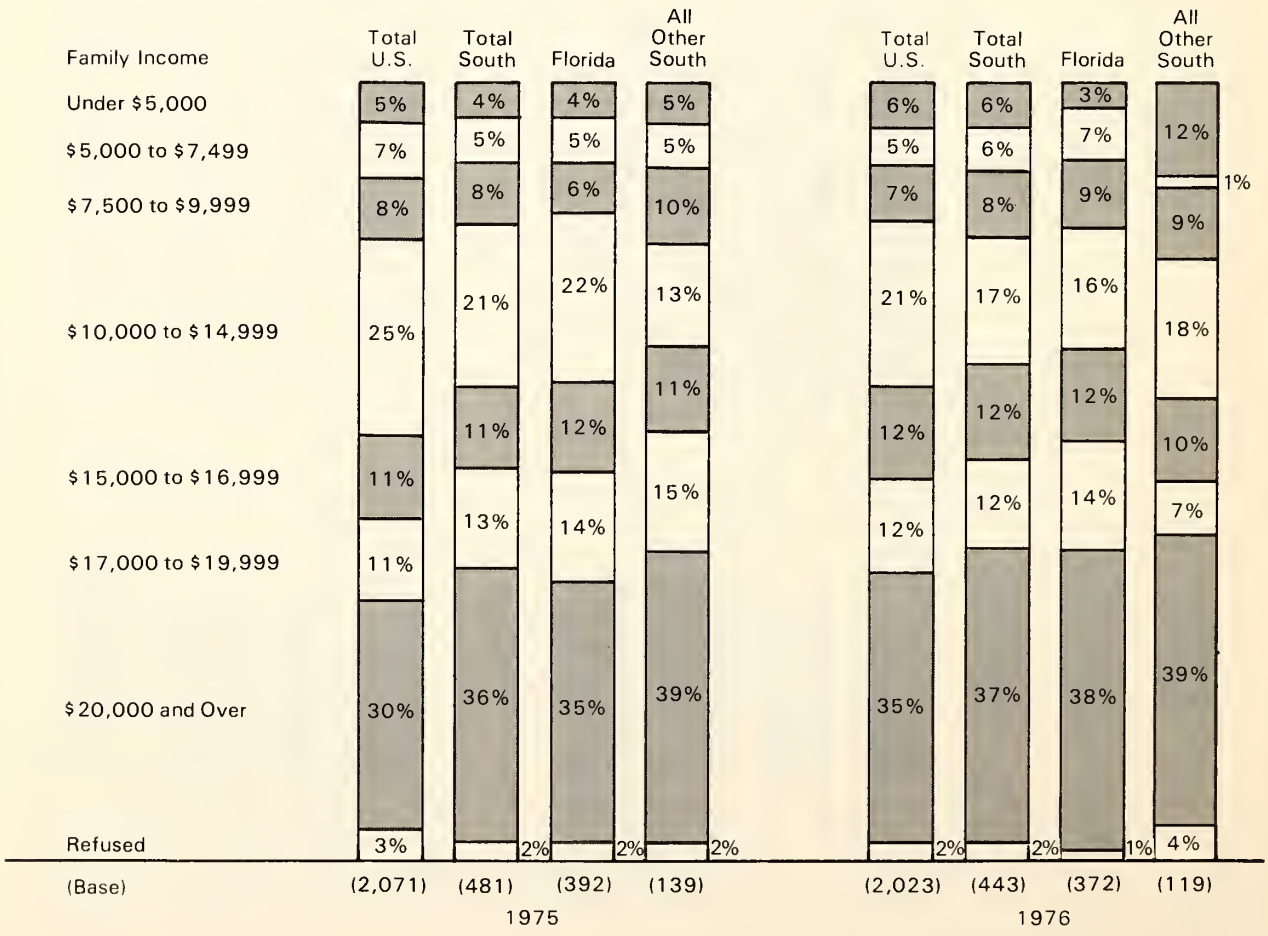

*Primarily includes housewives and farmers

### k) Family Income

Nearly half of the Canadian visitors to The South (49%) had incomes in excess of $17,000 per year in 1976, a proportion unchanged from 1975 and one only slightly higher than for the U.S. as a whole (46%). This figure, however, was an increase from the 1975 proportion of Canadian visitors to the United States overall (41%). In other words, the pace of income growth for all Canadians to the U.S. outstripped that of Canada's visitors to The South.

The proportion of those earning $17,000 or more per year was slightly greater among Canadian vacationers in Florida (52%) than it was for Canadians visiting the other areas of The South (46%).

Chart 15
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY FAMILY INCOME**

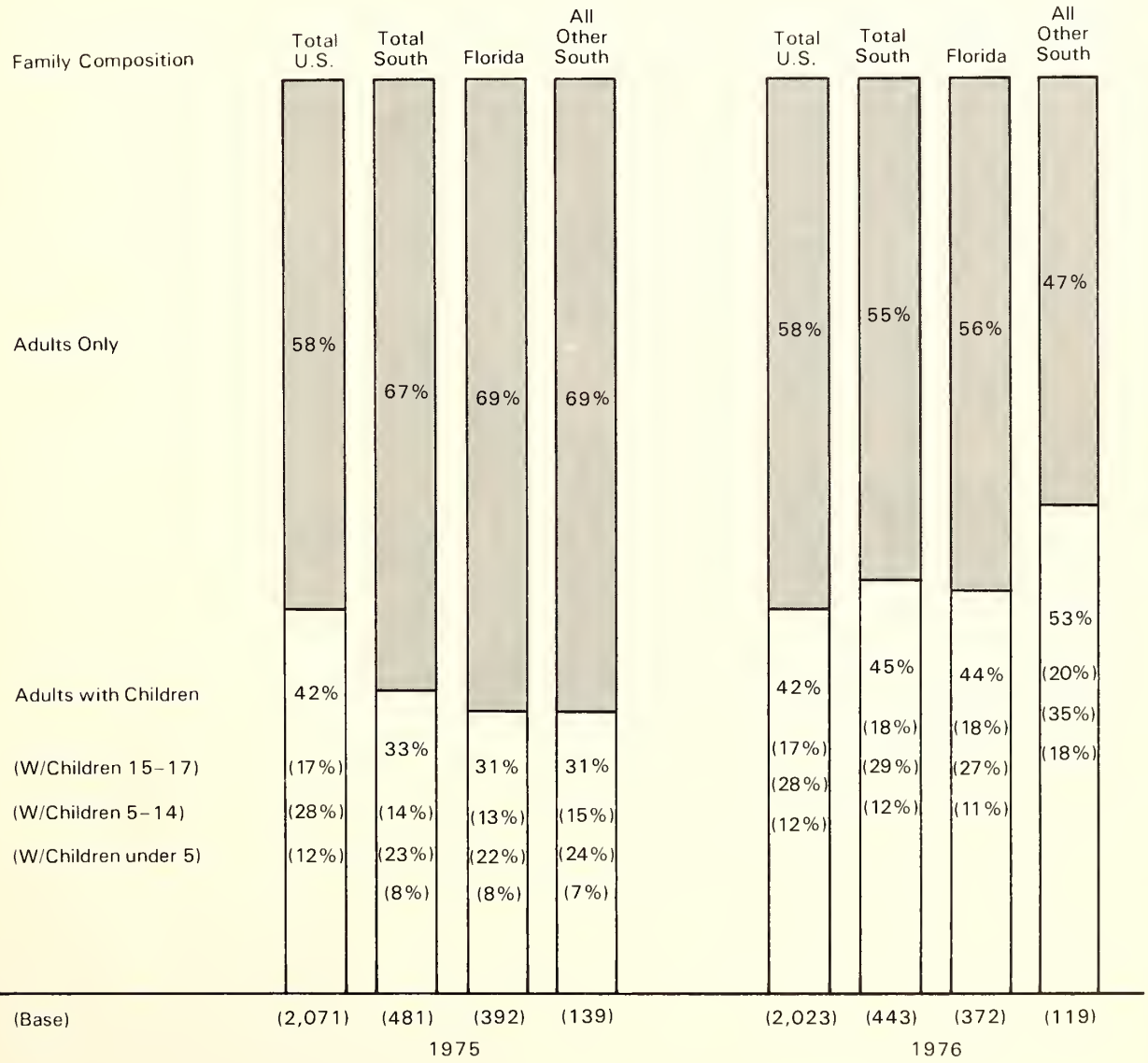


### I) Family Composition

Adults with no children living at home made up the same proportion of Canadian visitors to the U.S. in 1976 as in 1975 (58%). This same category represented 55% of Canadian visitors to The South, a significant decrease from the 1975 figure of 67%, and an apparent reversal of the "adults only" trend witnessed in The South since 1973. This decrease affected Florida's (where the proportion of households with no children living at home dropped from 69% in 1975 to 56% in 1976) and especially other destinations in The South where the proportion of Canadian adults-only households decreased from 69% to 47% in 1976.

Of households with children visiting The South, the majority (29% of visitors) were those with family members in the 5 to 14 years of age category, followed by those with children in the 15 to 17 age bracket (18%), and those with children under 5 (12%).

Chart 16
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY FAMILY COMPOSITION**



## 3. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1976 Canadian vacation trips to The South: purpose of trip/party size; main mode of transport; use of package tours; seasonality; accommodation; length of stay; use of travel agent; decision lead-time; favorable impressions of the U.S.; and unfavorable impressions of the U.S.

### a) Purpose of Trip/Party Size

Spending time at a vacation spot remained the dominant reason for travel to The South; 64% of Canadians vacationing there in 1976 indicated this as their main purpose, up from 61% in 1975.

Not unexpactedly, spending time at a vacation spot was much more popular among The South's Canadian visitors (64%) and particularly Florida's (67%) than among Canadians visiting the U.S. overall (44%).

Sightseeing was the second most important reason given by Canadians vacationing to The South: 34% mentioned this in 1976 as their main trip reason (down from the 1975 level of 42%). Sightseeing was relatively less important to Canadians visiting Florida (30%) than it was to those visiting other areas of The South (47% in 1976, down from 57% in 1975).

Visiting friends or relatives was the key attraction for 21% of Canadian visitors to The South, a decrease from the 25% who cited this reason in 1975, below the 35% of Canadians traveling to the United States overall.

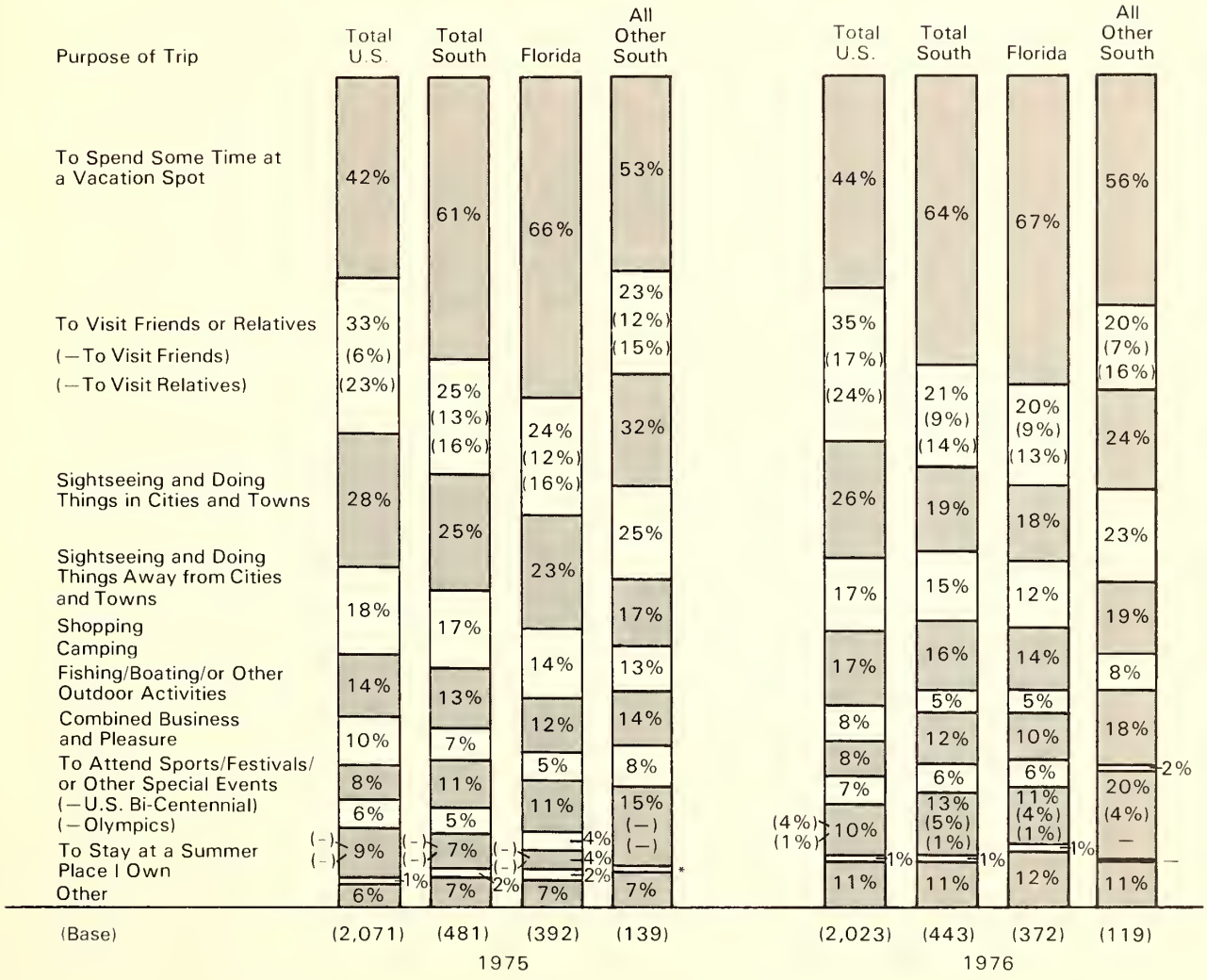
Seventeen percent (17%) of Canadians visiting The South engaged in outdoor activities, including camping in 1975. This proportion was similar to Canadian visitors to the U.S. overall (16%) and to 1975 levels for The South (18%.)

Shopping was a key attraction for 16% of Canadian visitors to The South, (an increase from the 13% of 1975), especially among visitors to states other than Florida (19%), who were also more likely to have participated in outdoor activities, including camping (26% vs. 17% for The South as a whole).

In 1976, the Canadian party vacationing in The South averaged 2.83 adults, an increase from 2.78 in 1975, and slightly higher than the overall U.S. average of 2.72 (See appendix B-2).

Chart 17

## CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY PURPOSE OF TRIP




*Less than ½ of 1%

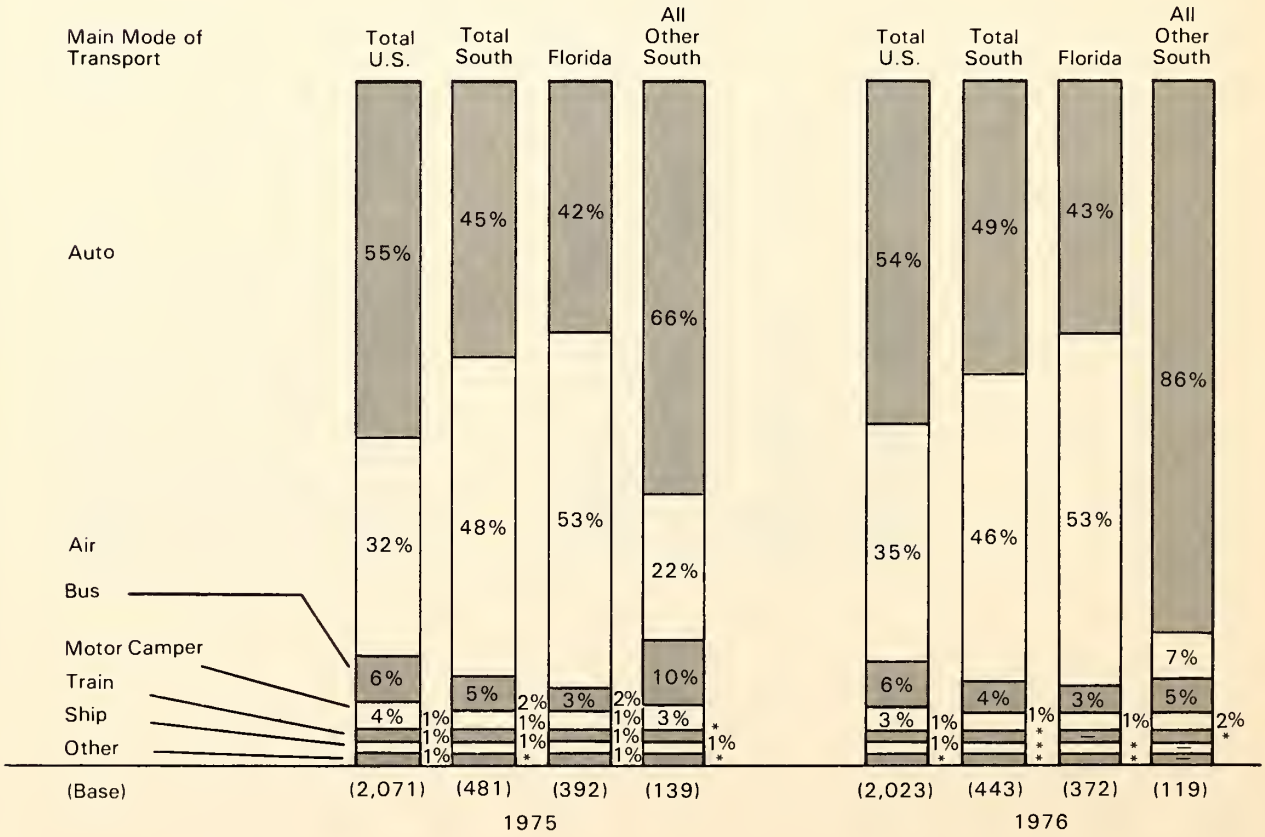
Note: Totals add to more than 100% due to multiple responses

**b) Main Mode of Transport**

Nearly half (49%) of all Canadian vacation trips to The South in 1976 were taken by car, an increase over a 45% level in 1975. Though a slight increase occurred in car trips to Florida (from 42% to 43% in 1976), by far the largest difference was evident in trips to other areas of The South, were auto travel accounted for fully 85% of all Canadian trips, a substantial increase from the 1975 figure of 66%.

This sharp increase in auto travel to other destinations in The South was at the expense of air travel primarily, which declined from 22% in 1975 to only 8% in 1976; travel by bus also dropped by half, from 10% to 5% in 1976.

Chart 18
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY MAIN MODE OF TRANSPORT**

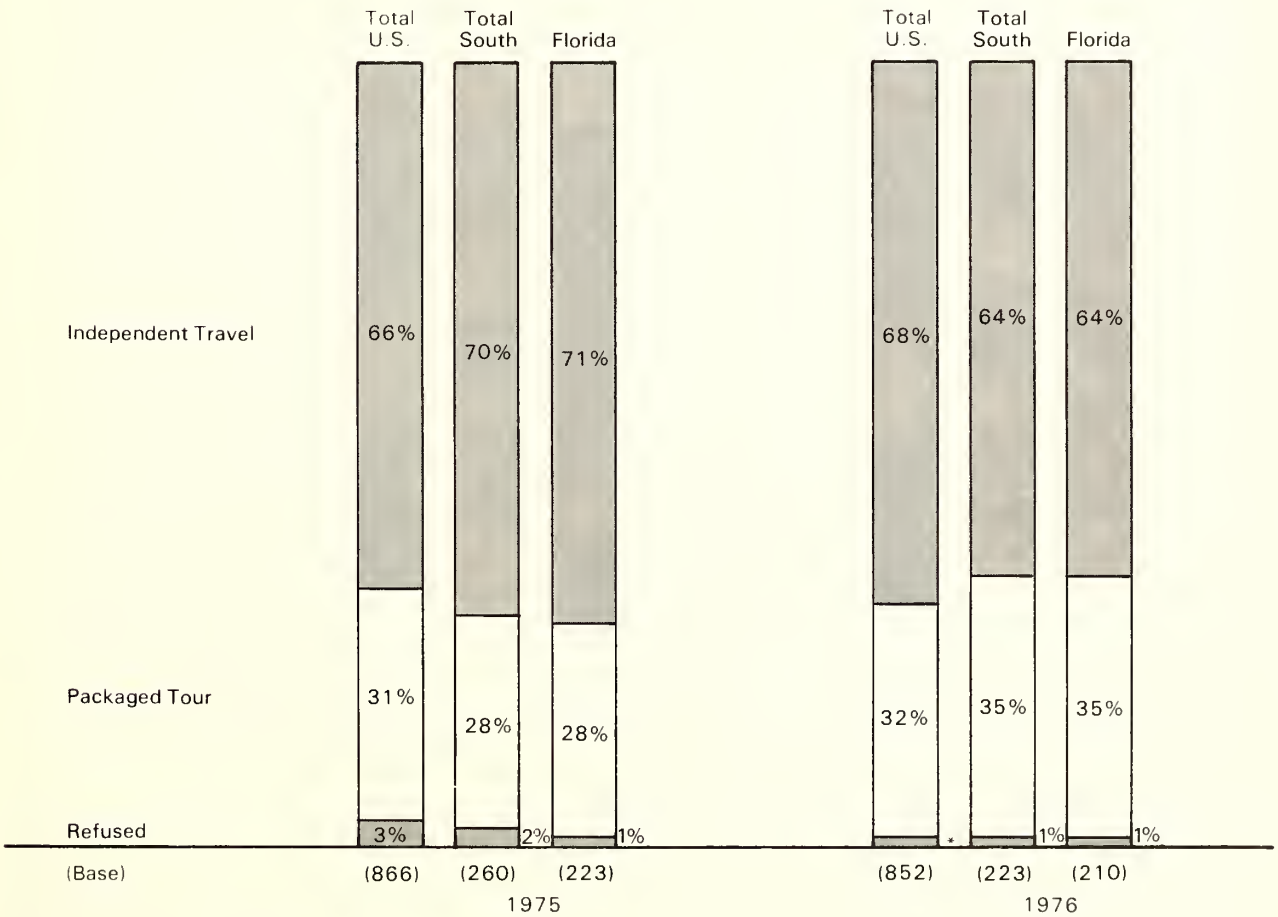



*Less than ½ of 1%

### c) Use of Package Tours

Packaged tours (where "accommodation, transportation fares and other arrangements are purchased for one package price") accounted for 35% of Canadians traveling by common carrier to The South (50%), an increase over the 1975 figure of 28%, and slightly higher than the proportion for Canadian travelers to the United States overall (32%).

Chart 19
**CANADIAN VACATION TRIPS TO THE SOUTH IN 1976 BY USE OF PACKAGED TOURS**




*Less than ½ of 1%

**d) Seasonality**

As indicated in the following two charts, The South remained a favored winter destination among Canadians: 45% traveled to the region during the first quarter, with 20% specifically choosing March. The first quarter figures for 1976 were slightly lower (at 45%) than the comparable period in 1975 (48%), though both were substantially higher than the 23% registered for the U.S. overall in both years.

The decline in first quarter travel experienced by The South was primarily due to a decline in first quarter travel to states other than Florida in the region. Only 25% of Canadian visits there were begun in the first quarter in 1976, compared to 36% in 1975. This decrease was offset by gains in the quarter (from 27% in 1975 to 36% in 1976), especially in the month of August which saw its share more than double from the 1975 level of 6% to 14% in 1976.

Chart 20
**CANADIAN VACATION TRIPS TO THE SOUTH IN 1976 BY SEASONALITY (QUARTERLY)**

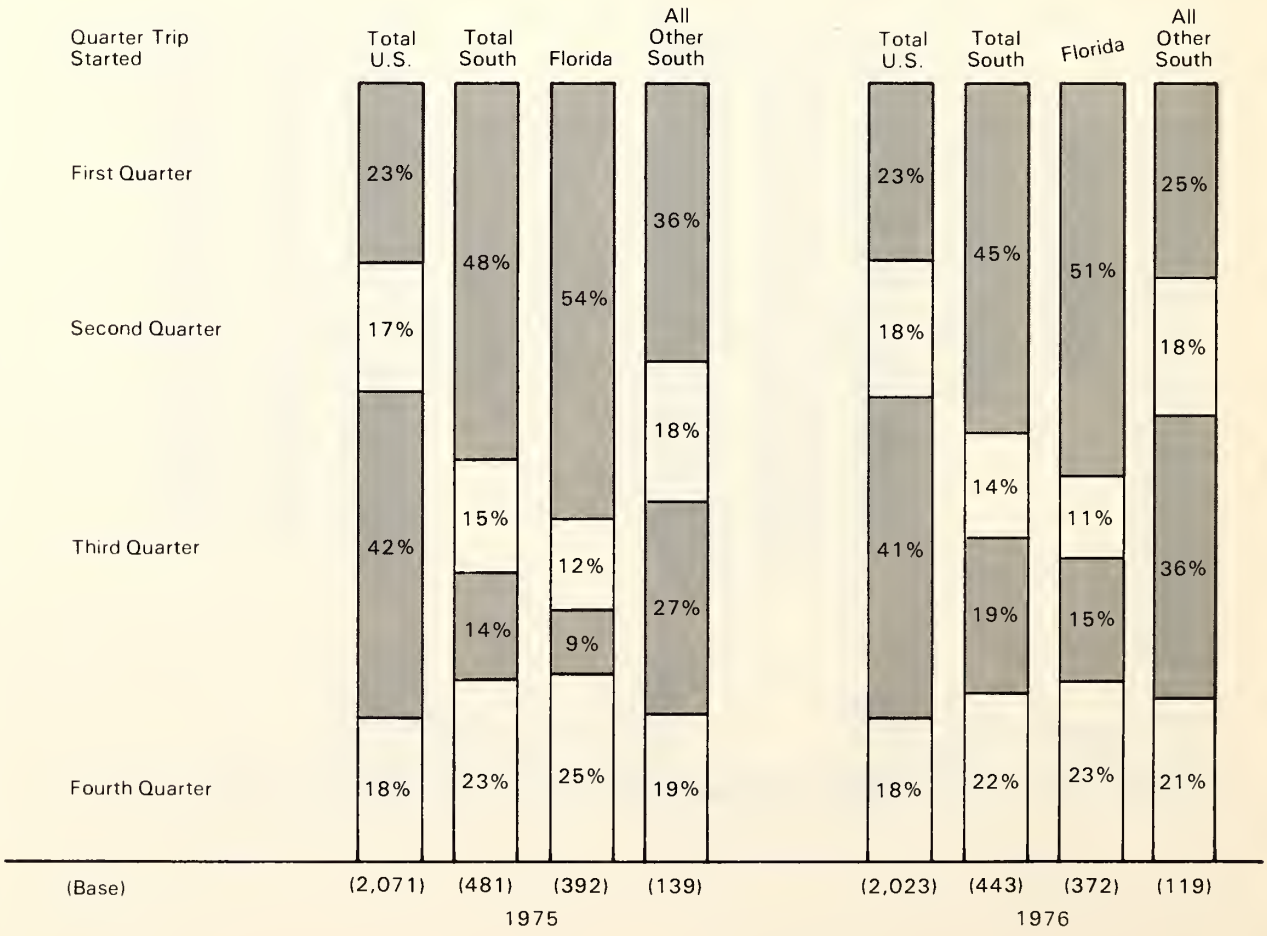
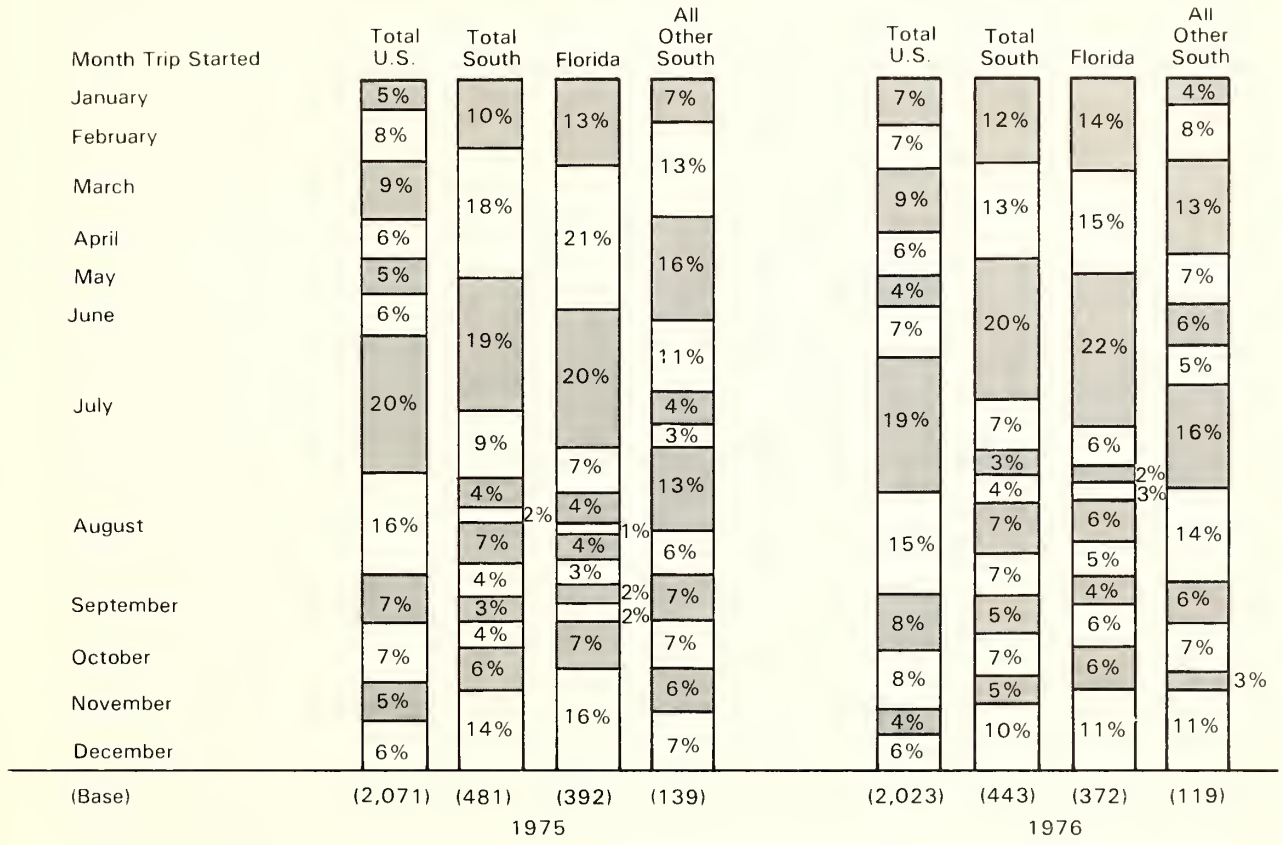


Chart 21

## CANADIAN VACATION TRIPS TO THE SOUTH IN 1976 BY SEASONALITY (BY MONTH)



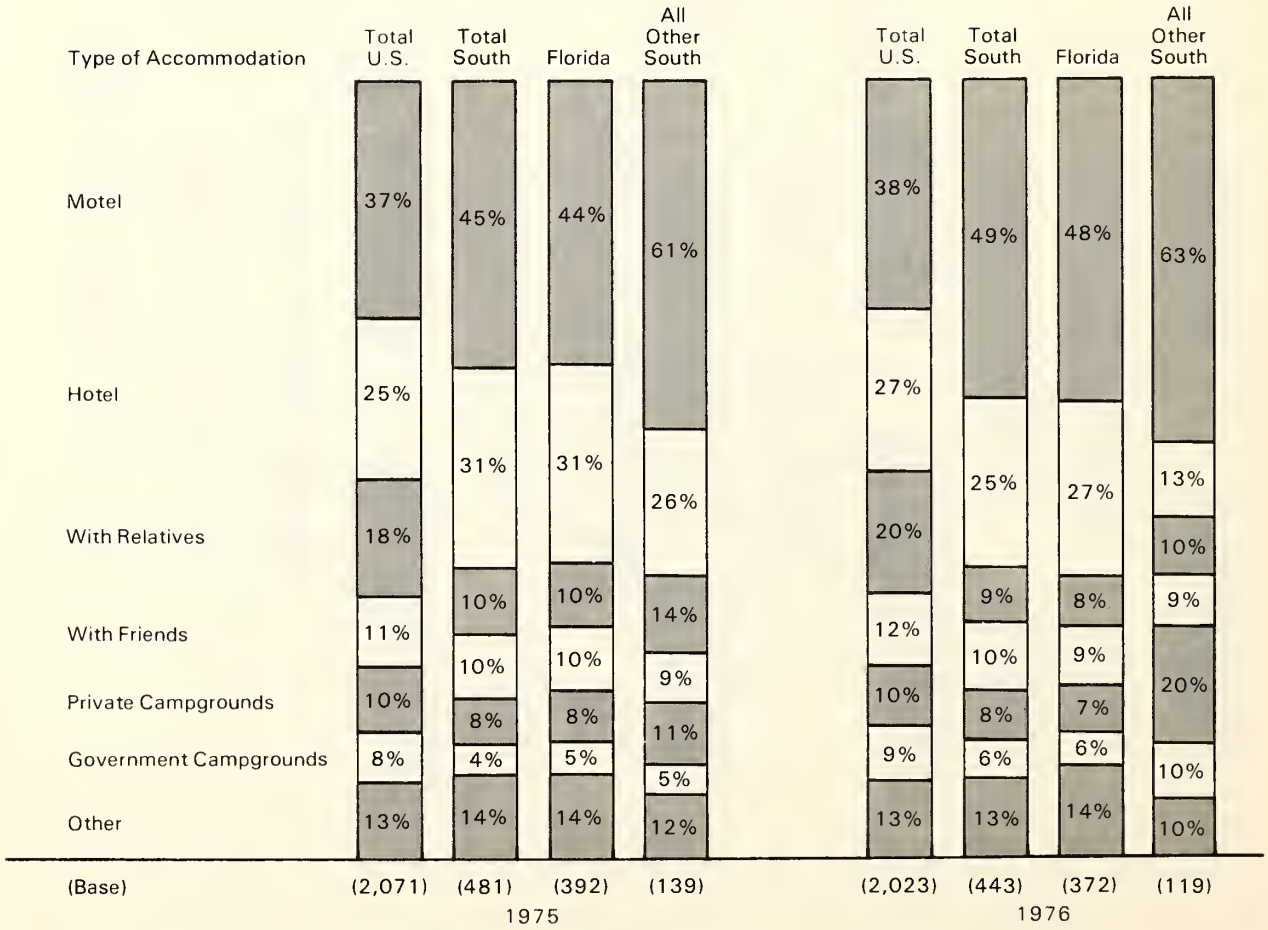
### e) Accommodation

Motels were the most popular form of accommodation, used by 49% of Canadians visiting The South, an increase over the 1975 rate of 45%. Both years were substantially higher than the comparable figures for the United States as a whole (37% in 1975 and 38% in 1976).

Hotels were the second-most popular form of accommodation, used by 1 in 4 (25%) of Canadian vacationers to The South, followed by 19% who stayed with friends or relatives, and 14% who camped on private or government campgrounds. In view of the relative popularity of motels, it was not surprising to note that all these forms of accommodation were less popular than in the United States as a whole. This was particularly true in the case of staying with friends or relatives, which accounted for 20% of Canadians visiting the U.S. overall, but only 9% of visitors from Canada to The South.

Canadians visiting Florida were similar to all Canadians visiting The South in terms of the type of accommodation they preferred. Canadians visiting the other states of the region, however, were more likely to stay in motels (63% vs. 49% for The South as a whole), and more likely to camp (30% vs. 14%); conversely, they were less likely to stay in hotels (13% to 25%).

Chart 22
**CANADIAN VACATION TRIPS TO THE SOUTH IN 1976**
**BY TYPE OF ACCOMMODATION**




Note: Totals may not add to 100% due to multiple responses

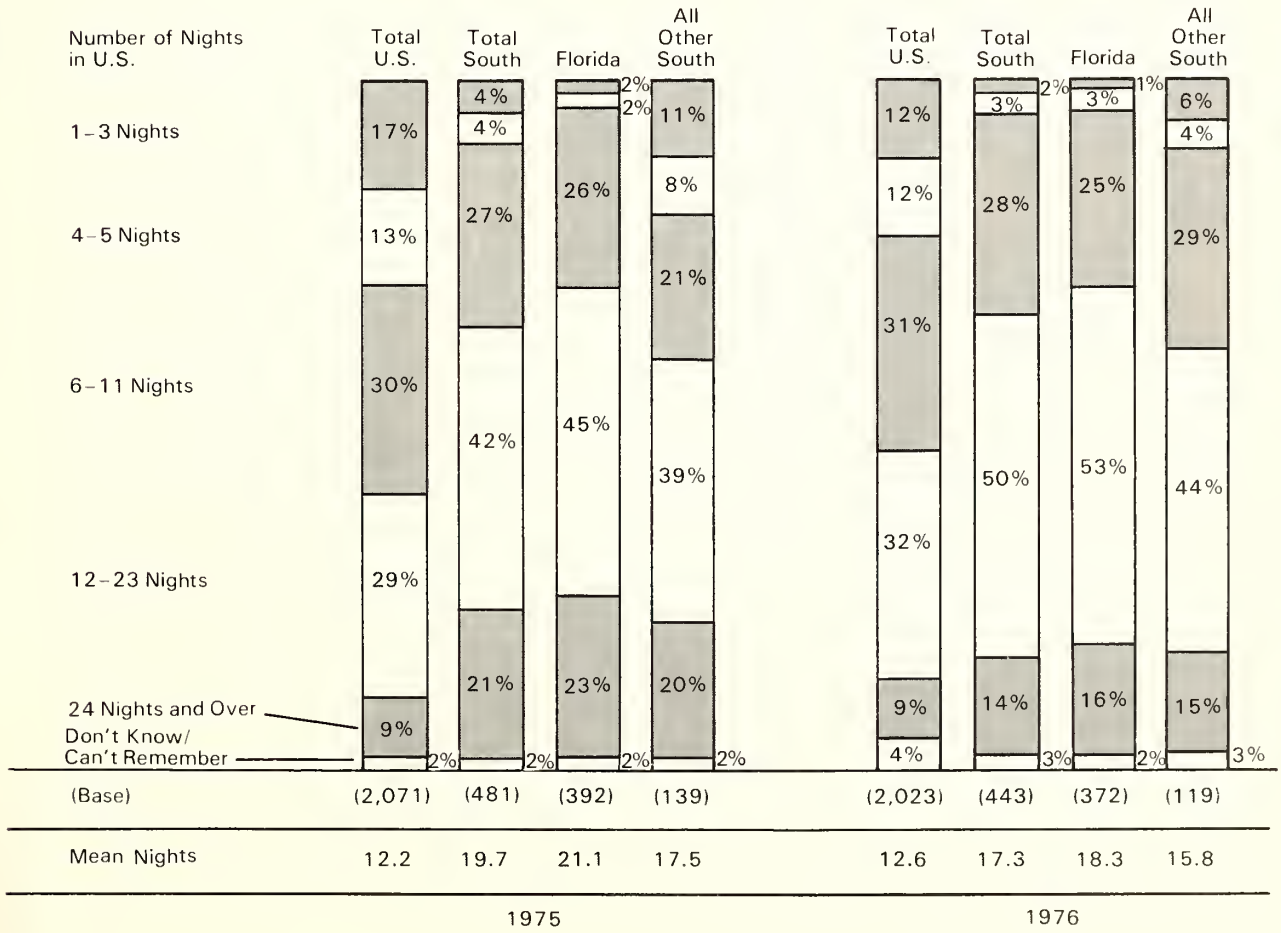
**f) Length of Stay**

Canadian visitors to The South in 1976 stayed an average of 17.3 nights in the U.S., substantially higher than the national average of 12.6 nights.

Nevertheless, the 1976 average for The South was a decline from the 19.7 nights averaged in 1975, a decline felt in all regions (Florida decreasing to 18.3 nights from 21.1 in 1975, and other areas decreasing to 15.8 from 17.5).

50% of Canadian visitors to The South stayed between 12 and 23 nights in the U.S., compared to only 32% for the nation as a whole. Another 28% stayed 6 to 11 nights, while 14% (a decrease from 21% in 1975) stayed 24 nights or more.

Chart 23
**CANADIAN VACATION TRIPS TO THE SOUTH IN 1976**
**BY LENGTH OF STAY**

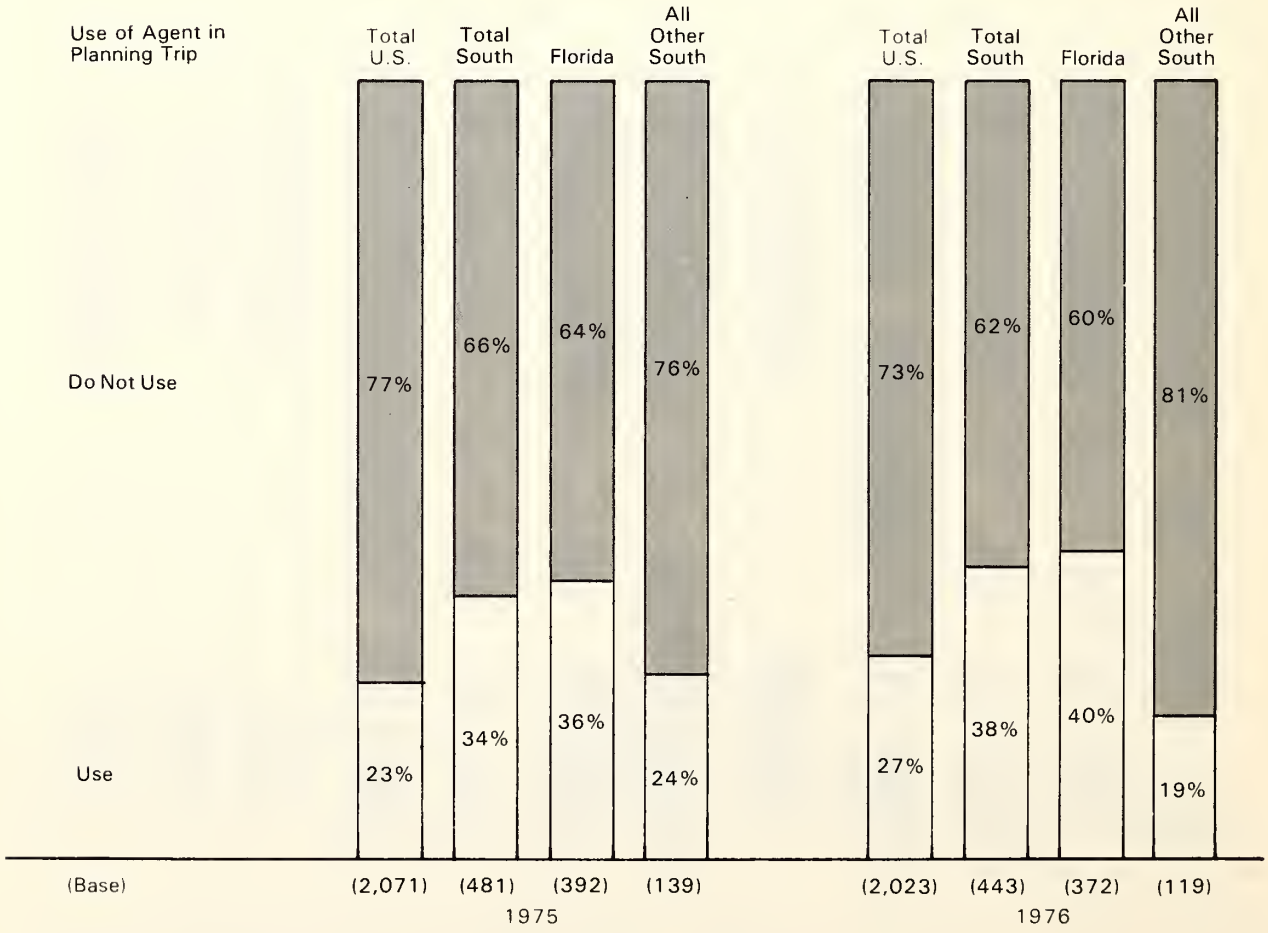


### g) Use of a Travel Agent

In 1976, 38% of vacation trips to The South involved the use of travel agents, an increase over the 1975 figure of 34%. In both years, usage was notably higher than for the U.S. as a whole (which was 23% in 1975, 27% in 1976), a possible reflection of the high incidence of air travel among Canadian vacationers to The South.

The variations in air travel between Florida (53%) and other destinations in The South (8%) would also explain why only 19% of vacationers to the latter areas used a travel agent (vs. 40% for Florida-bound Canadian travelers).

Chart 24
**CANADIAN VACATION TRIPS TO THE SOUTH IN 1976**
**BY USE OF A TRAVEL AGENT**



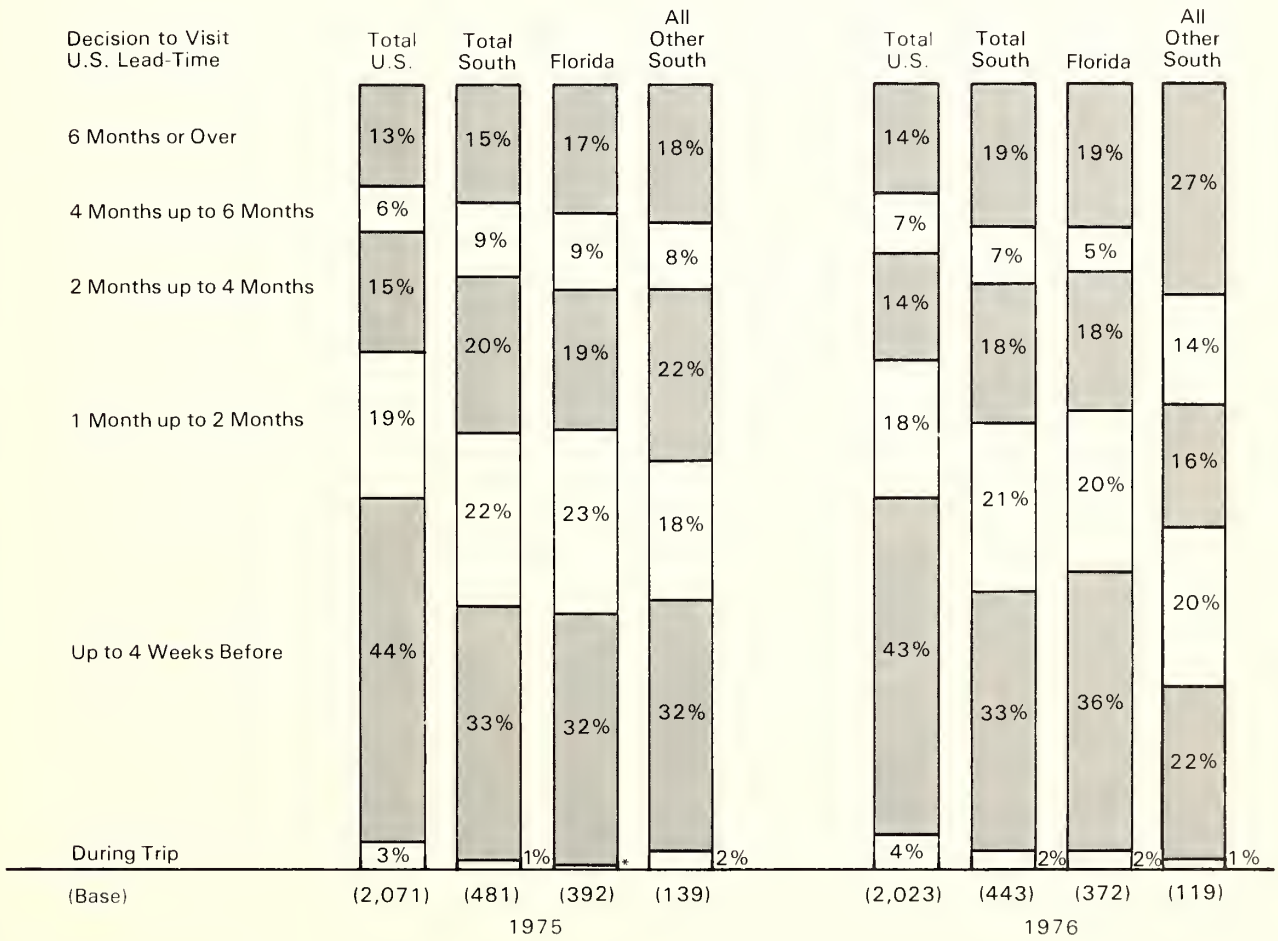
### h) Decision Lead Time

A strong majority (65%) of Canadians visiting The South in 1976 had made their travel plans more than one month ahead of time, compared to 53% for Canadians traveling to the U.S. as a whole. These proportions were virtually unchanged from the 1975 results (53% for the nation as a whole, and 66% for Canadian travelers to The South).

However, the largest single group of Canadians visiting The South (33%) had made their decision within one month of traveling, compared to 43% for Canadians visiting the United States overall.

Interestingly, a trip to Florida in comparison with other areas in The South did not involve a longer decision lead-time, and if anything, the reverse held true. While 61% of all Canadians vacationing in the state of Florida decided to visit the U.S. more than one month prior to departure, 77% of visitors to other areas in The South made their decision within this period.

Chart 25
**CANADIAN VACATION TRAVELERS TO THE SOUTH IN 1976 BY DECISION LEAD-TIME**




*Less than ½ of 1%

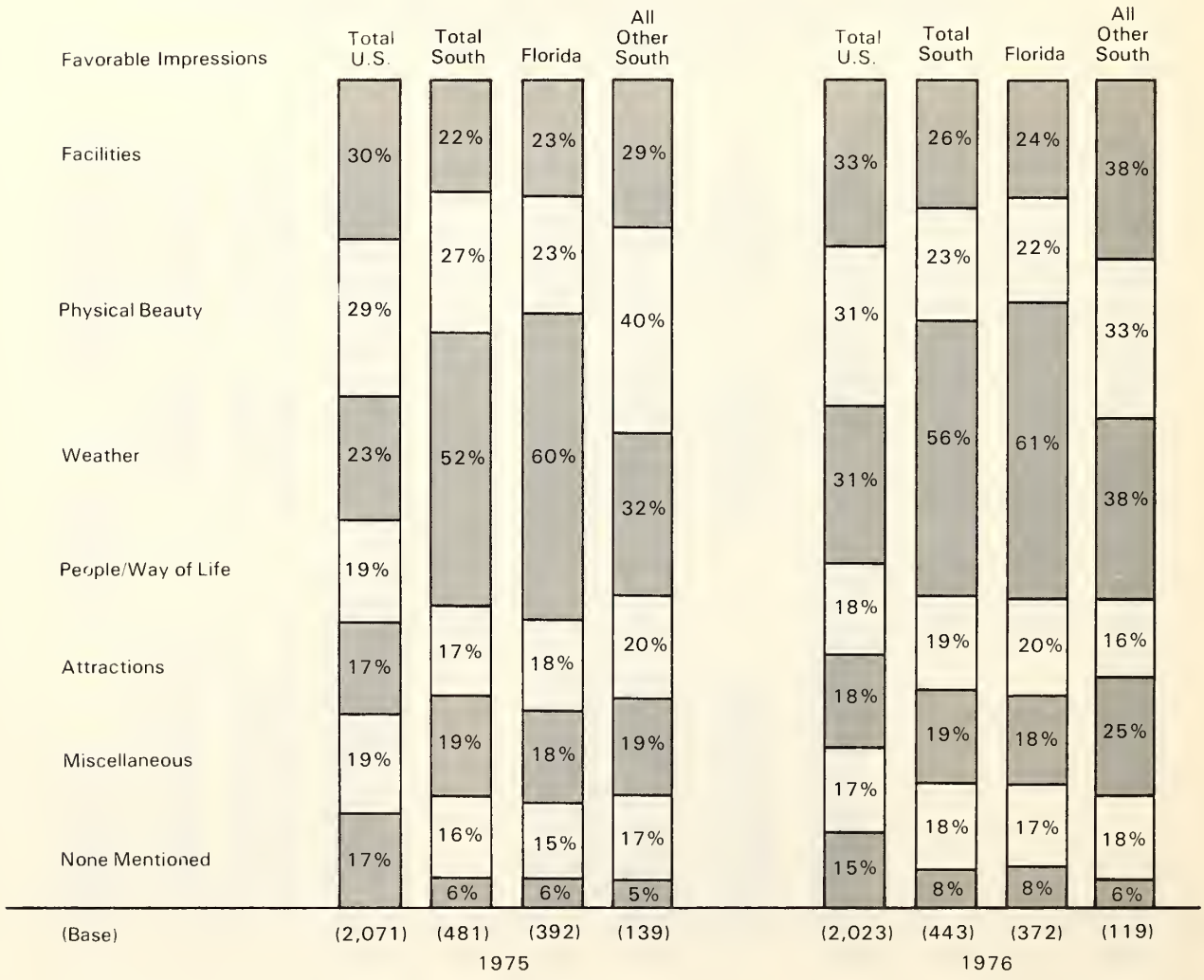
### i) Favorable Impressions of The U.S.

The South's status as a winter destination was reflected in the favorable impressions of the United States mentioned by Canadian visitors to the region: 56% commented favorably on the weather, compared to only 31% for the nation as a whole.

Other favored comments included, the facilities (26%), the physical beauty (23%)—including the beaches, the ocean, and the scenery in general—and a variety of specific attractions (19%).

While the climate and warm, sunny weather were most important to visitors to Florida (61%), visitors to other areas of the region were more likely to mention facilities and the physical beauty (38% and 33%) than were visitors to Florida (24% and 22% respectively).

Chart 26
**CANADIAN VACATION TRIPS TO THE SOUTH IN 1976**
**BY FAVORABLE IMPRESSIONS OF THE U.S.**

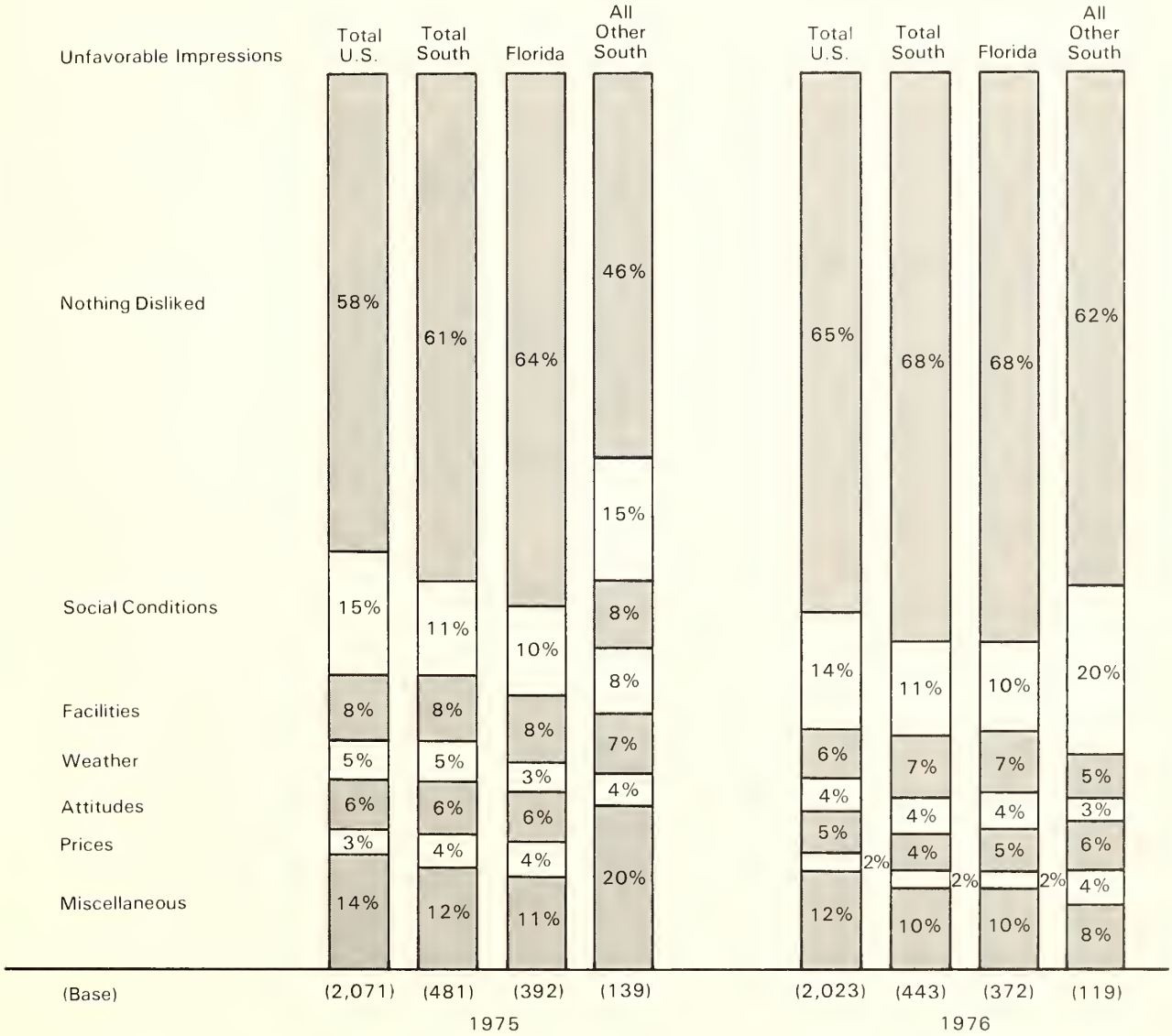



Note: Totals may add to more than 100% due to multiple responses

### j) Unfavorable Impressions of the U.S.

A majority (65%) of Canadians visiting the United States indicated they had no unfavorable impressions, an increase from the 1975 figure of 58%.

Chart 27
**CANADIAN VACATION TRIPS TO THE SOUTH IN 1976 BY UNFAVORABLE IMPRESSIONS OF U.S.**




Note: Totals add to more than 100% due to multiple responses

# APPENDICES

## Appendix A

### I. DEFINITION OF UNITED STATES AND CANADIAN REGIONS

#### U.S. REGIONS

**1. NEW ENGLAND**

Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

**2. EASTERN GATEWAY**

New Jersey
New York

**3. GEORGE WASHINGTON COUNTRY**

Delaware
District of Columbia
Maryland
Pennsylvania
Virginia
West Virginia

**4. THE SOUTH**

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee

**5. GREAT LAKES COUNTRY**

Illinois
Indiana
Iowa
Michigan
Minnesota
Ohio
Wisconsin

**6. MOUNTAIN WEST**

Colorado
Montana
Nebraska
North Dakota
South Dakota
Utah
Wyoming

**7. FRONTIER WEST**

Arizona
Kansas
Missouri
New Mexico
Oklahoma
Texas

**8. FAR WEST**

Alaska
California
Idaho
Nevada
Oregon
Washington

**9. ISLANDS**

American Samoa
Guam
Hawaii
Puerto Rico
Virgin Islands

#### CANADIAN REGIONS

**ATLANTIC PROVINCES**

Newfoundland
Prince Edward Island
Nova Scotia
New Brunswick

**QUEBEC**

**ONTARIO**

**PRAIRIE PROVINCES**

Manitoba
Saskatchewan
Alberta

**BRITISH COLUMBIA**

**Other**

Yukon/N.W.T.

## II. DEFINITION OF TERMS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays." Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have acquired explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

"Vacation trip" essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

## III. METHODOLOGY

This survey was conducted by Traveldata International using a national probability sample including all but 7% of the entire Canadian population (i.e. persons mainly in institutions or in northern regions of the country). The data are based on approximately 10,000 personal interviews with individuals 18 years and over. Checkbacks were made with approximately 20% of the interviews completed by each interviewer as a quality control measure. Details were recorded for up to three vacation trips per respondent to minimize seasonal bias. No more than two percent of the respondents took more than three such trips, so this survey represents virtually a complete sample of all vacation trips.

# Appendix B

Appendix B–1

**CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976**

(Regional Data Prorated to Equal 100%)

| | Base (Trips) | | Estimated Household Trips | | Estimated Number Canadian Arrivals | | Percent of Total Vacation Arrivals | | Regional Expenditures in the U.S. ($million) | | Percent of total Canadian vacation Expenditures | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 |
| New England | (392) | (390) | 309,000 | 295,000 | 527,000 | 500,000 | 16% | 14% | $ 57 | $ 78 | 7% | 8% |
| (Maine) | (206) | (184) | 156,000 | 134,000 | 264,000 | 246,000 | 8 | 7 | 30 | 39 | 4 | 4 |
| (Massachusetts) | (106) | (109) | 93,000 | 83,000 | 132,000 | 157,000 | 4 | 4 | 18 | 22 | 2 | 2 |
| Eastern Gateway | (365) | (274) | 316,000 | 252,000 | 527,000 | 436,000 | 16 | 12 | 79 | 77 | 10 | 8 |
| (New York) | (268) | (224) | 227,000 | 213,000 | 362,000 | 360,000 | 11 | 10 | 61 | 63 | 8 | 6 |
| (New Jersey) | (108) | ( 64) | 96,000 | 51,000 | 165,000 | 98,000 | 5 | 3 | 24 | 21 | 3 | 2 |
| George Washington County | (104) | (118) | 79,000 | 104,000 | 131,000 | 193,000 | 4 | 5 | 27 | 49 | 3 | 5 |
| The South | (481) | (443) | 409,000 | 427,000 | 658,000 | 725,000 | 20 | 21 | 217 | 249 | 28 | 25 |
| (Florida) | (392) | (372) | 338,000 | 360,000 | 560,000 | 610,000 | 17 | 17 | 199 | 234 | 26 | 23 |
| Great Lakes Country | (224) | (197) | 209,000 | 213,000 | 330,000 | 346,000 | 10 | 10 | 51 | 85 | 7 | 9 |
| Mountain West | (168) | (181) | 143,000 | 152,000 | 231,000 | 258,000 | 7 | 7 | 48 | 72 | 6 | 7 |
| Frontier West | ( 48) | ( 89) | 51,000 | 81,000 | 66,000 | 126,000 | 2 | 4 | 28 | 75 | 4 | 7 |
| Far West | (441) | (542) | 380,000 | 407,000 | 626,000 | 674,000 | 19 | 19 | 152 | 183 | 20 | 18 |
| (California) | (194) | (249) | 162,000 | 213,000 | 264,000 | 335,000 | 8 | 10 | 94 | 141 | 12 | 14 |
| (Washington) | (195) | (228) | 156,000 | 154,000 | 264,000 | 274,000 | 8 | 8 | 37 | 45 | 5 | 5 |
| U.S. Islands | (144) | (189) | 115,000 | 147,000 | 165,000 | 255,000 | 5 | 7 | 105 | 127 | 14 | 13 |
| U.S. Unspecified | ( 43) | ( 4) | 35,000 | 2,000 | 33,000 | 4,000 | 1 | * | 13 | 1 | 2 | * |
| Total U.S. Mainland | (1,937) | (1,853) | 1,931,000 | 1,934,000 | 3,129,000 | 3,262,000 | 95 | 93 | 672 | 869 | 86 | 87 |

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

| Regions and States | Base (Trips) | | Average number of adults on trips | | Average number of adults from own household | | Average number of nights spent in U.S. | |
|---|---|---|---|---|---|---|---|---|
| | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 |
| New England | (392) | (390) | 3.06 | 2.76 | 1.68 | 1.81 | 8.6 | 8.6 |
| (Maine) | (206) | (184) | 3.12 | 2.87 | 1.72 | 1.82 | 8.7 | 7.7 |
| (Massachusetts) | (106) | (109) | 2.84 | 2.69 | 1.58 | 1.87 | 11.0 | 9.5 |
| Eastern Gateway | (365) | (274) | 2.71 | 2.91 | 1.61 | 1.71 | 9.3 | 10.8 |
| (New York) | (268) | (224) | 2.58 | 2.69 | 1.58 | 1.67 | 9.0 | 11.1 |
| (New Jersey) | (108) | ( 64) | 3.06 | 3.73 | 1.69 | 1.92 | 9.8 | 11.3 |
| George Washington Country | (104) | (118) | 2.70 | 2.60 | 1.74 | 1.84 | 11.1 | 15.0 |
| The South | (481) | (443) | 2.78 | 2.83 | 1.62 | 1.68 | 19.7 | 17.3 |
| (Florida) | (392) | (372) | 2.72 | 2.72 | 1.62 | 1.68 | 21.1 | 18.3 |
| Great Lakes Country | (224) | (197) | 2.84 | 2.44 | 1.52 | 1.61 | 13.6 | 12.5 |
| Mountain West | (168) | (181) | 2.52 | 2.53 | 1.67 | 1.68 | 9.8 | 13.0 |
| Frontier West | ( 48) | ( 89) | 2.81 | 2.31 | 1.48 | 1.55 | 28.2 | 20.3 |
| Far West | (441) | (542) | 2.49 | 2.59 | 1.60 | 1.64 | 12.6 | 12.6 |
| (California) | (194) | (249) | 2.39 | 2.32 | 1.58 | 1.56 | 18.1 | 16.2 |
| (Washington) | (195) | (228) | 2.30 | 2.81 | 1.73 | 1.76 | 9.8 | 9.5 |
| U.S. Islands | (144) | (189) | 3.06 | 3.00 | 1.50 | 1.72 | 12.7 | 16.3 |
| U.S. Unspecified | ( 43) | ( 4) | 2.76 | 2.00 | 1.50 | 2.00 | 12.8 | 8.1 |
| Total U.S. Mainland | (1,937) | (1,853) | 2.73 | 2.68 | 1.61 | 1.68 | 12.2 | 12.4 |
| Total U.S. | (2,071) | (2,023) | 2.76 | 2.72 | 1.61 | 1.69 | 12.2 | 12.6 |

Appendix B–3

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

| | Base (Trips) | | Total trip expenditures per vacation party | | Daily trip expenditures by vacation party | | Total trip expenditures per adult | | Daily trip expenditures per adult | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 |
| New England | (392) | (390) | $365 | $435 | $42 | $50 | $119 | $158 | $14 | $18 |
| (Maine) | (206) | (184) | 382 | 486 | 42 | 63 | 122 | 169 | 13 | 22 |
| (Massachusetts) | (106) | (109) | 397 | 421 | 36 | 45 | 140 | 157 | 13 | 17 |
| Eastern Gateway | (365) | (274) | 453 | 564 | 48 | 53 | 167 | 194 | 18 | 18 |
| (New York) | (268) | (224) | 444 | 519 | 48 | 47 | 172 | 193 | 19 | 17 |
| (New Jersey) | (108) | ( 64) | 489 | 875 | 49 | 76 | 160 | 235 | 16 | 20 |
| George Washington Country | 104) | (118) | 570 | 721 | 54 | 48 | 211 | 277 | 20 | 18 |
| The South | (481) | (443) | 870 | 1,061 | 55 | 63 | 313 | 375 | 20 | 22 |
| (Florida) | (392) | (372) | 1,023 | 1,134 | 54 | 64 | 376 | 417 | 20 | 24 |
| Great Lakes Country | (224) | (197) | 489 | 677 | 37 | 54 | 172 | 277 | 13 | 22 |
| Mountain West | (168) | (181) | 543 | 763 | 59 | 55 | 215 | 302 | 23 | 22 |
| Frontier West | ( 48) | ( 89) | 1,118 | 1,497 | 41 | 69 | 398 | 648 | 15 | 30 |
| Far West | (441) | (542) | 671 | 799 | 57 | 66 | 269 | 308 | 23 | 25 |
| (California) | (194) | (249) | 899 | 1,065 | 55 | 69 | 376 | 459 | 23 | 30 |
| (Washington) | (195) | (228) | 465 | 502 | 55 | 52 | 202 | 179 | 24 | 19 |
| U.S. Islands | (144) | (189) | 1,531 | 1,634 | 122 | 95 | 500 | 545 | 40 | 32 |
| U.S. Unspecified | ( 43) | ( 4) | 798 | 641 | 64 | 56 | 289 | 321 | 23 | 28 |
| Total U.S. Mainland | (1,937) | (1,853) | 592 | 709 | 52 | 58 | 217 | 265 | 19 | 22 |
| Total U.S. | (2071) | (2,023) | 651 | 770 | 57 | 62 | 236 | 283 | 21 | 23 |

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

| | Base (trips) | | Total trip expenditures $ | | Total trip expenditures per adult ($) | | Daily trip expenditures by vacation party ($) | | Daily trip expenditures per adult ($) | | Average No. of nights spent | | Average No. of adults on trip | | Average No. of adults from own household | | Average No. of children on trip | Total Party Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1976 | 1976 |
| Expenditures in U.S. only: | | | | | | | | | | | | | | | | | | |
| Total | (2,071) | (2,023) | $ 651 | $ 770 | $236 | $283 | $57 | $62 | $21 | $23 | 12.2 | 13.0 | 2.76 | 2.72 | 1.61 | 1.69 | .53 | 3.20 |
| Residence: | | | | | | | | | | | | | | | | | | |
| Atlantic Provinces | (180) | (166) | 581 | 660 | 210 | 214 | 58 | 54 | 21 | 18 | 9.6 | 12.4 | 2.77 | 3.08 | 1.75 | 1.80 | .64 | 3.64 |
| Quebec | (545) | (508) | 581 | 737 | 186 | 264 | 50 | 52 | 16 | 19 | 12.8 | 14.1 | 3.13 | 2.79 | 1.65 | 1.67 | .52 | 3.26 |
| French Quebec | (403) | (359) | 588 | 717 | 176 | 232 | 53 | 60 | 16 | 19 | 12.6 | 11.7 | 3.34 | 3.09 | 1.69 | 1.75 | .61 | 3.62 |
| English Quebec | (142) | (149) | 564 | 780 | 215 | 359 | 44 | 41 | 17 | 19 | 13.5 | 19.2 | 2.62 | 2.17 | 1.55 | 1.52 | .45 | 2.51 |
| Ontario | (738) | (596) | 656 | 768 | 248 | 286 | 56 | 69 | 21 | 26 | 12.5 | 12.1 | 2.68 | 2.68 | 1.58 | 1.68 | .49 | 3.16 |
| Prairiess | (277) | (285) | 722 | 787 | 252 | 292 | 64 | 64 | 22 | 24 | 11.7 | 12.0 | 2.87 | 2.69 | 1.55 | 1.66 | .61 | 3.25 |
| British Columbia | (319) | (468) | 723 | 835 | 333 | 323 | 69 | 69 | 32 | 27 | 11.9 | 11.7 | 2.17 | 2.58 | 1.61 | 1.70 | .54 | 3.06 |
| City of residence: * | | | | | | | | | | | | | | | | | | |
| Vancouver | (181) | (262) | 763 | 873 | 332 | 343 | 71 | 71 | 31 | 28 | 11.8 | 11.5 | 2.30 | 2.54 | 1.69 | 1.69 | .60 | 3.06 |
| Calgary/Edmonton | ( 60) | ( 80) | 958 | 926 | 352 | 351 | 82 | 60 | 30 | 23 | 11.5 | 14.7 | 2.72 | 2.64 | 1.32 | 1.53 | .52 | 3.00 |
| Winnipeg | ( 64) | ( 59) | 641 | 764 | 283 | 324 | 44 | 65 | 19 | 28 | 16.0 | 11.6 | 2.26 | 2.36 | 1.69 | 1.61 | .38 | 2.74 |
| Toronto | (290) | (192) | 617 | 760 | 260 | 321 | 47 | 69 | 20 | 29 | 13.9 | 11.4 | 2.37 | 2.37 | 1.50 | 1.52 | .35 | 2.78 |
| Montreal | (305) | (286) | 608 | 768 | 205 | 306 | 52 | 50 | 18 | 20 | 12.4 | 15.6 | 2.97 | 2.51 | 1.63 | 1.62 | .45 | 2.92 |
| English | (101) | (104) | 596 | 844 | 231 | 380 | 48 | 38 | 19 | 17 | 12.9 | 20.3 | 2.58 | 2.22 | 1.54 | 1.52 | .37 | 2.59 |
| French | (173) | (164) | 629 | 751 | 195 | 272 | 57 | 63 | 18 | 23 | 11.7 | 11.5 | 3.22 | 2.76 | 1.68 | 1.69 | .53 | 3.22 |
| Other | ( 31) | ( 18) | 540 | 643 | 181 | 285 | 39 | 54 | 13 | 24 | 14.9 | 18.0 | 2.98 | 2.26 | 1.65 | 1.72 | .33 | 2.58 |
| Community size: | | | | | | | | | | | | | | | | | | |
| Urban | (1,727) | (1,671) | 648 | 780 | 241 | 291 | 56 | 63 | 21 | 24 | 12.2 | 12.6 | 2.69 | 2.68 | 1.60 | 1.67 | .49 | 3.14 |
| Rural | (344) | (352) | 672 | 708 | 211 | 245 | 65 | 58 | 20 | 20 | 12.3 | 12.3 | 3.19 | 2.89 | 1.66 | 1.77 | .74 | 3.58 |

Data have limited value due to small sample sizes

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

| | Base (trips) | | Total trip expenditures $ | | Total trip expenditures per adult ($) | | Daily trip expenditures by vacation party ($) | | Daily trip expenditures per adult ($) | | Average No. of nights spent | | Average No. of adults on trip | | Average No. of adults from own household | | Average No. of children on trip | Total Party Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1976 | 1976 |
| Sex: | | | | | | | | | | | | | | | | | | |
| Male | (944) | (952) | $ 644 | $ 846 | $241 | $312 | $60 | $70 | $22 | $26 | 11.7 | 12.4 | 2.75 | 2.71 | 1.63 | 1.65 | .42 | 3.10 |
| Female | (1,127) | (1,071) | 639 | 698 | 232 | 257 | 55 | 55 | 20 | 20 | 12.7 | 12.7 | 2.76 | 2.72 | 1.59 | 1.72 | .63 | 3.30 |
| Age: | | | | | | | | | | | | | | | | | | |
| 18 to 29 | (626) | (570) | 605 | 643 | 210 | 221 | 56 | 57 | 19 | 20 | 10.6 | 11.2 | 2.91 | 2.91 | 1.43 | 1.50 | .31 | 3.22 |
| 30 to 39 | (401) | (404) | 623 | 1,022 | 238 | 402 | 69 | 83 | 26 | 33 | 9.3 | 11.9 | 2.62 | 2.54 | 1.69 | 1.78 | 1.07 | 3.53 |
| 40 to 49 | (337) | (327) | 706 | 837 | 263 | 316 | 74 | 80 | 28 | 30 | 9.7 | 10.1 | 2.68 | 2.65 | 1.90 | 1.87 | .96 | 3.59 |
| 50 and over | (707) | (722) | 696 | 711 | 256 | 268 | 47 | 48 | 17 | 18 | 16.7 | 15.6 | 2.72 | 2.65 | 1.61 | 1.70 | .19 | 2.79 |
| Language: | | | | | | | | | | | | | | | | | | |
| French Quebec | (405) | (359) | 588 | 718 | 176 | 232 | 53 | 60 | 16 | 19 | 12.6 | 11.7 | 3.34 | 3.09 | 1.69 | 1.75 | .61 | 3.62 |
| Rest of Canada | (1,666) | (1,664) | 665 | 782 | 254 | 297 | 58 | 63 | 22 | 24 | 12.2 | 12.8 | 2.62 | 2.63 | 1.59 | 1.67 | .51 | 3.12 |
| Marital Status: | | | | | | | | | | | | | | | | | | |
| Single | (425) | (436) | 622 | 673 | 211 | 246 | 54 | 55 | 18 | 20 | 11.5 | 12.3 | 2.95 | 2.74 | 1.22 | 1.34 | .18 | 2.93 |
| Married | (1,480) | (1,413) | 679 | 798 | 250 | 290 | 62 | 68 | 23 | 25 | 12.2 | 11.8 | 2.72 | 2.75 | 1.89 | 1.95 | .77 | 3.47 |
| Separated/Widowed/ Divorced | (166) | (174) | 573 | 883 | 225 | 360 | 42 | 55 | 16 | 22 | 14.1 | 17.1 | 2.55 | 2.45 | 1.12 | 1.19 | .16 | 2.55 |
| Family Composition: | | | | | | | | | | | | | | | | | | |
| Adults only | (1,104) | (1,100) | 679 | 702 | 245 | 270 | 52 | 52 | 19 | 20 | 14.5 | 13.9 | 2.77 | 2.60 | 1.52 | 1.57 | .10 | 2.69 |
| Have children under 18 | (967) | (923) | 617 | 867 | 225 | 304 | 67 | 80 | 24 | 28 | 9.2 | 10.7 | 2.74 | 2.85 | 1.73 | 1.84 | 1.12 | 3.91 |

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

| | Base (trips) | | Total trip expenditures $ | | Total expenditures per adult ($) | | Daily trip expenditures by vacation party ($) | | Daily trip expenditures per adult ($) | | Average No. of nights spent | | Average No. of adults on trip | | Average No. of adults from own household | | Average No. of children on trip | Total Party Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1976 | 1976 |
| Occupation: | | | | | | | | | | | | | | | | | | |
| Prof/Sales/White collar | (905) | (828) | $ 690 | $ 894 | $259 | $343 | $65 | $77 | $24 | $30 | 11.3 | 11.9 | 2.66 | 2.61 | 1.61 | 1.73 | 65 | 3.22 |
| Skilled labor | (590) | (563) | 619 | 669 | 218 | 249 | 62 | 59 | 22 | 30 | 10.0 | 11.2 | 2.84 | 2.69 | 1.70 | 1.74 | .62 | 3.27 |
| Unskilled labor | (100) | (108) | 486 | 750 | 181 | 260 | 51 | 68 | 19 | 24 | 9.4 | 10.6 | 2.68 | 2.88 | 1.60 | 1.66 | .44 | 3.52 |
| Former | ( 68) | ( 67) | 933 | 786 | 315 | 293 | 93 | 70 | 31 | 26 | 18.7 | 11.2 | 2.96 | 2.68 | 1.68 | 1.85 | .74 | 3.42 |
| Student | ( 36) | ( 39) | 563 | 473 | 275 | 157 | 44 | 30 | 21 | 10 | 13.3 | 16.0 | 2.05 | 3.01 | 1.28 | 1.37 | .14 | 3.08 |
| Retired/Pensioned | (240) | (274) | 713 | 832 | 229 | 322 | 42 | 45 | 14 | 17 | 19.1 | 17.8 | 3.11 | 2.58 | 1.76 | 1.75 | .09 | 2.65 |
| Other | (105) | (144) | 571 | 542 | 211 | 169 | 32 | 41 | 12 | 13 | 17.4 | 15.3 | 2.71 | 3.20 | 1.15 | 1.26 | .26 | 3.34 |
| Education completed: | | | | | | | | | | | | | | | | | | |
| University | (254) | (276) | 636 | 831 | 247 | 368 | 59 | 76 | 23 | 34 | 10.9 | 11.3 | 2.58 | 2.26 | 1.56 | 1.64 | .47 | 2.74 |
| Technical/Preparatory | (176) | (189) | 684 | 726 | 275 | 246 | 55 | 66 | 22 | 22 | 13.6 | 10.8 | 2.49 | 2.95 | 1.59 | 1.62 | .38 | 3.27 |
| High school | (514) | (464) | 674 | 937 | 265 | 332 | 55 | 73 | 22 | 26 | 12.6 | 12.9 | 2.54 | 2.82 | 1.64 | 1.73 | .62 | 3.36 |
| Elementary school | (130) | (125) | 543 | 613 | 172 | 239 | 45 | 59 | 14 | 23 | 14.2 | 14.1 | 3.15 | 2.56 | 1.56 | 1.66 | .34 | 2.87 |
| Accommodation: | | | | | | | | | | | | | | | | | | |
| Owned | (1,451) | (1,433) | 672 | 790 | 237 | 279 | 62 | 65 | 22 | 23 | 12.1 | 12.3 | 2.83 | 2.83 | 1.70 | 1.80 | .63 | 3.43 |
| Rented | (620) | (590) | 616 | 736 | 235 | 297 | 51 | 58 | 19 | 24 | 12.5 | 13.1 | 2.62 | 2.48 | 1.44 | 1.47 | .34 | 2.79 |
| Type of dwelling: | | | | | | | | | | | | | | | | | | |
| Detached/Semi-detached | (1,500) | (1,456) | 670 | 769 | 244 | 272 | 62 | 64 | 23 | 27 | 11.9 | 12.1 | 2.75 | 2.83 | 1.67 | 1.79 | .63 | 3.41 |
| Town house/other attached house | (230) | (249) | 631 | 714 | 191 | 289 | 46 | 55 | 14 | 22 | 14.0 | 13.9 | 3.30 | 2.47 | 1.57 | 1.69 | .45 | 2.92 |
| Apartment | (297) | (269) | 628 | 842 | 254 | 361 | 52 | 63 | 21 | 27 | 12.4 | 13.5 | 2.48 | 2.33 | 1.39 | 1.32 | .24 | 2.54 |
| Other | ( 44) | ( 49) | 393 | 538 | 170 | 152 | 34 | 47 | 15 | 13 | 11.8 | 12.3 | 2.31 | 3.53 | 1.66 | 1.77 | .36 | 3.84 |

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

| | Base (trips) | | Total trip expenditures $ | | Total trip expenditures per adult ($) | | Daily trip expenditures by vacation party ($) | | Daily trip expenditures per adult ($) | | Average No. of nights spent | | Average No. of adults on trip | | Average No. of adults from own household | | Average No. of children on trip | Total Party Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1976 | 1976 |
| Purpose of trip: | | | | | | | | | | | | | | | | | | |
| Visting friends | (311) | (308) | $ 524 | $ 636 | $239 | $273 | $46 | $42 | $21 | $18 | 12.9 | 15.3 | 2.19 | 2.33 | 1.56 | 1.57 | .39 | 2.70 |
| Visting relatives | (493) | (506) | 421 | 483 | 178 | 203 | 37 | 41 | 16 | 17 | 12.7 | 12.1 | 2.36 | 2.38 | 1.63 | 1.68 | .52 | 2.88 |
| Staying at a vacation spot | (891) | (876) | 817 | 879 | 287 | 318 | 67 | 63 | 24 | 23 | 13.3 | 13.9 | 2.85 | 2.76 | 1.67 | 1.72 | .61 | 3.34 |
| City sightseeing/ Visiting | (742) | (714) | 713 | 835 | 256 | 288 | 63 | 73 | 23 | 25 | 12.0 | 11.4 | 2.79 | 2.90 | 1.66 | 1.73 | .60 | 3.43 |
| Rural activities | (628) | (572) | 702 | 815 | 233 | 282 | 54 | 63 | 18 | 22 | 13.7 | 12.5 | 3.01 | 2.89 | 1.62 | 1.78 | .63 | 3.42 |
| Other | (370) | (481) | 669 | 880 | 225 | 308 | 58 | 78 | 20 | 27 | 11.8 | 11.1 | 2.97 | 2.86 | 1.52 | 1.64 | .50 | 3.27 |
| Purpose of trip and season: | | | | | | | | | | | | | | | | | | |
| June to September: | | | | | | | | | | | | | | | | | | |
| Visiting friends/ relatives | (364) | (379) | 378 | 375 | 149 | 146 | 39 | 41 | 15 | 16 | 10.2 | 9.2 | 2.54 | 2.56 | 1.67 | 1.77 | .66 | 3.21 |
| Staying at a vacation spot | (423) | (395) | 522 | 628 | 186 | 223 | 53 | 62 | 19 | 22 | 10.0 | 10.1 | 2.81 | 2.81 | 1.75 | 1.76 | .82 | 3.60 |
| City sightseeing | (359) | (383) | 527 | 630 | 192 | 227 | 58 | 64 | 21 | 23 | 9.4 | 9.6 | 2.75 | 2.77 | 1.70 | 1.79 | .70 | 3.45 |
| Rural activities | (371) | (339) | 536 | 568 | 184 | 199 | 51 | 55 | 17 | 19 | 10.6 | 9.9 | 2.92 | 2.85 | 1.67 | 1.82 | .77 | 3.55 |
| Other | (185) | (206) | 479 | 522 | 162 | 177 | 51 | 59 | 17 | 20 | 9.6 | 8.8 | 2.95 | 2.95 | 1.55 | 1.69 | .56 | 3.42 |
| October to May: | | | | | | | | | | | | | | | | | | |
| Visting friends/ relatives | (330) | (319) | 553 | 756 | 263 | 357 | 45 | 42 | 21 | 20 | 14.1 | 18.2 | 2.10 | 2.12 | 1.51 | 1.50 | .26 | 2.36 |
| Staying at a vacation spot | (468) | (481) | 1,068 | 1,086 | 371 | 399 | 75 | 64 | 26 | 24 | 15.8 | 17.1 | 2.88 | 2.72 | 1.61 | 1.69 | .43 | 3.12 |
| City sightseeing | (383) | (331) | 890 | 1,043 | 314 | 344 | 66 | 79 | 23 | 26 | 14.3 | 13.1 | 2 83 | 3.03 | 1.63 | 1.66 | .50 | 3.45 |
| Rural activities | (257) | (233) | 962 | 1,150 | 305 | 391 | 56 | 70 | 18 | 24 | 18.3 | 16.1 | 3.15 | 2.94 | 1.56 | 1.73 | .47 | 3.31 |
| Other | (185) | (220) | 870 | 1,218 | 291 | 445 | 62 | 70 | 21 | 26 | 14.0 | 14.0 | 2.99 | 2.74 | 1.49 | 1.59 | .44 | 3.14 |
| Main mode of transport: | | | | | | | | | | | | | | | | | | |
| Car | (1,219) | (1,134) | 510 | 651 | 178 | 236 | 51 | 56 | 18 | 20 | 11.1 | 11.6 | 2.87 | 2.76 | 1.71 | 1.78 | .70 | 3.43 |
| Plane | (606) | (665) | 963 | 1,013 | 378 | 407 | 74 | 73 | 23 | 21 | 13.5 | 14.4 | 2.55 | 2.49 | 1.45 | 1.56 | .35 | 2.72 |
| Bus | (124) | (110) | 540 | 533 | 205 | 149 | 46 | 44 | 17 | 12 | 17.1 | 12.0 | 2.63 | 3.58 | 1.32 | 1.42 | .17 | 2.72 |
| Train | ( 23) | ( 10) | 372 | 777 | 182 | 212 | 20 | 54 | 10 | 15 | 12.6 | 14.4 | 2.04 | 3.67 | 1.54 | 1.47 | .16 | 3.55 |
| Motor Camper | ( 96) | ( 88) | 596 | 626 | 229 | 231 | 41 | 48 | 16 | 18 | 15.8 | 12.3 | 2.60 | 2.71 | 1.89 | 2.00 | 1.34 | 3.66 |
| Other | ( 55) | ( 16) | 545 | 665 | 144 | 217 | 39 | 100 | 10 | 33 | 13.2 | 8.4 | 3.78 | 3.07 | 1.48 | 1.66 | .64 | 3.71 |

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

| | Base (trips) | | Total trip expenditures $ | | Total trip expenditures per adult ($) | | Daily trip expenditures by vacation party ($) | | Daily trip expenditures per adult ($) | | Average No. of nights spent | | Average No. of adults on trip | | Average No. of adults from own household | | Average No. of children on trip | Total Party Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1975 | 1976 | 1976 | 1976 |
| Month trip started: | | | | | | | | | | | | | | | | | | |
| December to March | (560) | (558) | $1,009 | $1,159 | $374 | $445 | $63 | $67 | $23 | $26 | 17.7 | 18.3 | 2.70 | 2.60 | 1.54 | 1.63 | .38 | 2.95 |
| April to May | (216) | (204) | 631 | 735 | 234 | 260 | 56 | 63 | 21 | 22 | 11.7 | 11.0 | 2.70 | 2.83 | 1.55 | 1.57 | .45 | 3.22 |
| June to September | (1,060) | (1,028) | 473 | 516 | 169 | 184 | 50 | 56 | 18 | 20 | 9.7 | 9.1 | 2.80 | 2.80 | 1.66 | 1.76 | .69 | 3.45 |
| October to November | (235) | (233) | 587 | 897 | 213 | 356 | 64 | 62 | 18 | 25 | 9.9 | 14.2 | 2.76 | 2.52 | 1.58 | 1.63 | .29 | 2.79 |
| Nights spend in U.S.: | | | | | | | | | | | | | | | | | | |
| 1-5 | (621) | (519) | 241 | 258 | 83 | 87 | 75 | 75 | 26 | 25 | 3.3 | 3.5 | 2.90 | 2.98 | 1.59 | 1.73 | .54 | 3.48 |
| 6-11 | (643) | (519) | 590 | 570 | 217 | 211 | 76 | 73 | 28 | 27 | 7.8 | 7.9 | 2.72 | 2.70 | 1.64 | 1.66 | .57 | 3.25 |
| 12-17 | (428) | (470) | 997 | 1,076 | 350 | 601 | 72 | 76 | 25 | 42 | 14.0 | 14.1 | 2.85 | 1.79 | 1.63 | 1.69 | .56 | 3.13 |
| 18 and over | (337) | (440) | 1,096 | 1,397 | 438 | 557 | 35 | 45 | 14 | 18 | 33.1 | 32.4 | 2.50 | 2.51 | 1.54 | 1.67 | .42 | 2.91 |

# APPENDIX C

Appendix C–1

## CANADIAN VACATION TRAVEL TO MULTIPLE REGIONS IN THE U.S. IN 1976 BY DESTINATION

| Destination: | Total U.S. | New England | | | | Eastern Gateway | | | George Washington Country |
|---|---|---|---|---|---|---|---|---|---|
| | | Total | Maine | Massachusetts | All Other | Total | New York | New Jersey | |
| | % | % | % | % | % | % | % | % | % |
| New England | 17 | 100 | 100 | 100 | 100 | 14 | 15 | 11 | 10 |
| (Maine) | 8 | 46 | 100 | 10 | 22 | 7 | 7 | 7 | 3 |
| (Massachusetts) | 5 | 28 | 6 | 100 | 13 | 7 | 8 | 5 | 3 |
| (All other) | 7 | 42 | 20 | 20 | 100 | 9 | 10 | 8 | 9 |
| Eastern Gateway | 15 | 12 | 12 | 21 | 19 | 100 | 100 | 100 | 22 |
| (New York) | 12 | 11 | 12 | 21 | 18 | 84 | 100 | 22 | 21 |
| (New Jersey) | 3 | 2 | 3 | 3 | 3 | 20 | 5 | 100 | 6 |
| George Washington Country | 6 | 4 | 2 | 4 | 7 | 9 | 10 | 11 | 100 |
| The South | 25 | 4 | 3 | 3 | 5 | 6 | 7 | 3 | 22 |
| (Florida) | 21 | 4 | 3 | 2 | 5 | 3 | 4 | 1 | 12 |
| (All other) | 7 | 3 | 3 | 3 | 3 | 5 | 5 | 3 | 20 |
| Great Lakes Country | 12 | 3 | 2 | 5 | 5 | 8 | 9 | 3 | 11 |
| Mountain West | 9 | 3 | 2 | 4 | 4 | 3 | 3 | 1 | 5 |
| Frontier West | 5 | 1 | 2 | 1 | 1 | 2 | 3 | — | 3 |
| Far West | 24 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 5 |
| (California) | 12 | 1 | — | 1 | 2 | 1 | 1 | — | 2 |
| (Washington) | 9 | * | * | — | 1 | 1 | 1 | — | 2 |
| (All other) | 10 | 1 | 1 | * | 2 | 1 | 1 | 2 | 3 |
| Islands Region | 8 | * | — | 1 | — | — | — | — | 1 |
| U.S. Unspecified | 121 | 129 | 124 | 131 | 146 | 144 | 149 | 131 | 179 |
| Total U.S. | 2023 | 390 | 184 | 109 | 162 | 274 | 224 | 64 | 118 |
| (Base) | * | * | — | * | — | — | — | — | — |

## CANADIAN VACATION TRAVEL TO MULTIPLE REGIONS IN THE U.S. IN 1976 BY DESTINATION

| Destination: | The South | | | Great Lakes Country | Mountain West | Frontier West | Far West | | | | U.S. Islands Region |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Florida | All Other | | | | Total | California | Washington | All Other | |
| | % | % | % | % | % | % | % | % | % | % | % |
| New England | 3 | 3 | 8 | 5 | 5 | 5 | 1 | 1 | 1 | 2 | * |
| (Maine) | 1 | 1 | 4 | 1 | 2 | 4 | * | — | * | 1 | — |
| (Massachusetts) | 1 | 1 | 2 | 2 | 2 | 1 | * | * | — | * | * |
| (All other) | 2 | 2 | 4 | 3 | 3 | 1 | 1 | 1 | 1 | 2 | — |
| Eastern Gateway | 3 | 2 | 10 | 9 | 2 | 8 | 2 | 1 | 1 | 2 | — |
| (New York) | 3 | 2 | 10 | 9 | 2 | 8 | 1 | 1 | 1 | 1 | — |
| (New Jersey) | * | * | 1 | 1 | 1 | — | * | — | — | 1 | — |
| George Washington Country | 5 | 4 | 19 | 6 | 3 | 3 | 2 | 1 | 2 | 2 | 1 |
| The South | 100 | 100 | 100 | 20 | 3 | 14 | 3 | 2 | 3 | 1 | 1 |
| (Florida) | 84 | 100 | 40 | 10 | 1 | 7 | 2 | 2 | 3 | 1 | 1 |
| (All other) | 27 | 13 | 100 | 18 | 3 | 14 | 1 | 1 | 2 | 1 | — |
| Great Lakes Country | 10 | 6 | 34 | 100 | 28 | 22 | 5 | 4 | 7 | 5 | 1 |
| Mountain West | 1 | 1 | 5 | 20 | 100 | 26 | 13 | 13 | 16 | 22 | * |
| Frontier West | 3 | 2 | 10 | 8 | 14 | 100 | 7 | 10 | 3 | 12 | — |
| Far West | 3 | 2 | 4 | 10 | 34 | 35 | 100 | 100 | 100 | 100 | 7 |
| (California) | 1 | 1 | 1 | 4 | 18 | 25 | 52 | 100 | 23 | 36 | 5 |
| (Washington) | 1 | 1 | 2 | 5 | 16 | 5 | 38 | 17 | 100 | 37 | 2 |
| (All other) | * | * | 1 | 4 | 25 | 24 | 42 | 29 | 41 | 100 | 1 |
| Islands Region | * | * | — | 1 | * | — | 3 | 3 | 2 | 1 | 100 |
| U.S. Unspecified | * | * | — | * | — | — | — | — | — | — | — |
| Total U.S. | 128 | 120 | 190 | 179 | 189 | 213 | 136 | 135 | 135 | 147 | 110 |
| (Base) | 443 | 372 | 119 | 197 | 181 | 89 | 542 | 249 | 228 | 237 | 189 |

# APPENDIX D

## PROJECTED EXPENDITURES

| | 1975 $ | 1976 $ | Percentage Increase % |
|---|---|---|---|
| Vacation Expenditures by Canadians | | | |
| Total | 2,923,000,000 | 3,185,000,000 | + 9 |
| Total Vacation Expenditures by Canadians Spending One or More Nights In: | | | |
| Canada | 1,389,000,000 | 1,380,000,000 | − 1 |
| Atlantic Provinces | 234,000,000 | 201,000,000 | − 14 |
| Quebec | 304,000,000 | 280,000,000 | − 8 |
| Ontario | 460,000,000 | 468,000,000 | + 2 |
| Prairie Provinces | 405,000,000 | 490,000,000 | + 21 |
| British Columbia | 408,000,000 | 425,000,000 | + 4 |
| Offshore Countries | 919,000,000 | 987,000,000 | + 7 |
| Total U.S. Expenditures by Canadians Spending One or More Nights In: | | | |
| U.S.A. | 777,000,000 | 996,000,000 | + 28 |
| U.S. (Mainland Only) | 672,000,000 | 911,000,000 | + 36 |
| New England | 72,000,000 | 101,000,000 | + 40 |
| Eastern Gateway | 99,000,000 | 100,000,000 | + 1 |
| George Washington Country | 34,000,000 | 64,000,000 | + 88 |
| The South | 272,000,000 | 323,000,000 | + 19 |
| Great Lakes Country | 64,000,000 | 110,000,000 | + 72 |
| Mountain West | 60,000,000 | 93,000,000 | + 55 |
| Frontier West | 35,000,000 | 97,000,000 | +177 |
| Far West | 191,000,000 | 238,000,000 | + 25 |
| U.S. Islands | 101,000,000 | 165,000,000 | + 63 |

# APPENDIX E

## CANADIAN VACATION PARTY EXPENDITURES, 1974-1976

| Base | Average Expenditures Per Vacation Party Per Trip | | | Per Day | | |
|---|---|---|---|---|---|---|
| | 1974 | 1975 | 1976 | 1974 | 1975 | 1976 |
| | (4,766) | (5,367) | (4,907) | (4,766) | (5,367) | (4,907) |
| | $ | $ | $ | | $ | |
| Areas Visited Overnight or Longer | | | | | | |
| Total | 479 | 554 | 607 | 36 | 42 | 48 |
| Total Canada | 312 | 363 | 394 | 27 | 30 | 37 |
| Atlantic Provinces | 403 | 459 | 505 | 32 | 33 | 38 |
| Quebec | 307 | 383 | 352 | 27 | 31 | 34 |
| Ontario | 291 | 384 | 383 | 25 | 31 | 34 |
| Manitoba | 481 | 552 | 677 | 23 | 31 | 35 |
| Saskatchewan | 421 | 597 | 617 | 25 | 35 | 37 |
| Alberta | 445 | 471 | 663 | 31 | 31 | 42 |
| British Columbia | 401 | 427 | 551 | 28 | 30 | 37 |
| U.S.A. (Mainland)* | 616 | 687 | 815 | 44 | 49 | 56 |
| All Other Countries | 1,373 | 1,575 | 1,603 | 59 | 70 | 71 |

*Includes expenditures made while traveling to and from the US.
The amount actually spent in the U.S. per party was $770 in 1976

# APPENDIX F

## QUESTIONNAIRE

ABOUT TRAVEL—ASK EVERYONE 18 YEARS OF AGE AND OVER

1-a) Did you or any members of your household snow ski during the past 12 months?

YES _____ 10–1 NO _____ 2 GO TO Q. 2-a)

-b) In which provinces, states, and countries did any of them ski during the past 12 months?

**CANADA:**

| | |
|---|---|
| B.C. | 11–1 |
| ALBERTA | 2 |
| SASKATCHEWAN | 3 |
| MANITOBA | 4 |
| ONTARIO | 5 |
| QUEBEC | 6 |
| NEW BRUNSWICK | 7 |
| NOVA SCOTIA | 8 |
| P.E.I. | 9 |
| NEWFOUNDLAND | 0 |
| TERRITORIES | X |

**U.S.A.:**

| | |
|---|---|
| WASHINGTON | Y |
| IDAHO | 12–1 |
| UTAH | 2 |
| COLORADO | 3 |
| NEVADA | 4 |
| NEW YORK | 5 |
| VERMONT | 6 |
| OTHER STATES (SPECIFY) | |
| | _____ |
| | _____ |
| OTHER COUNTRIES | 8 |
| | 13– |

2-a) Now for some questions on travel. Have you ever flown on a commercial airline?

Yes _____ 14–1 NO _____ 2 GO TO Q. 3-a)

-b) Of all the trips you took by air during the past 12 months, if any, how many were primarily for business reasons, and how many were primarily for non-business reasons?

NONE __ 00

_____

NO. OF BUSINESS TRIPS
(15/16)

NONE __ 00

_____

NO. OF NON-BUSINESS TRIPS
(17/18)

3-a) Now, some questions on holidays, during which you might have travelled or stayed at home. Many people, of course, don't take a vacation for one reason or another, but I'd like you to tell me some things about any holidays or vacations you, yourself, may have had during a 12-month period—let's say from November 1st last year to the end of October this year. Please do not count weekends or long weekends or statutory holidays.

Did you, yourself, take any such vacations or holidays during the past year—that is, since a year ago October 31st?

Yes ---------- ☐ NO ---------- 19–1 GO TO NEXT SECTION

-b) Were you away from home on a trip overnight or longer during that period?

YES ---------- 2 NO ---------- 3 GO TO NEXT SECTION

4. Next, I'd like you to tell me more about the trips you took during your holidays. Let's take the most recent trip first.

NOTE: EACH COLUMN REFERS TO ONE TRIP. ASK QUESTION 4 THROUGH TO QUESTION 20 FOR MOST RECENT TRIP FIRST, THEN REPEAT Q. 4 TO Q. 20 FOR EACH EARLIER VACATION TRIP UNTIL ALL SUCH TRIPS (UP TO A MAXIMUM OF 3) ARE RECORDED FOR THE LAST 12 MONTHS.

Considering the total trip—that is, from the day you left home until the day you got back home—could you tell me all the places where you spent at least one night. That is in each province, each state, or in other countries. Please include any nights you spent on the trip in your own province, and also any nights you spent while you were at your destination.

| PLACES SPENT AT LEAST ONE NIGHT | MOST RECENT VACATION TRIP | NEXT MOST RECENT | TRIP BEFORE THAT |
|---|---|---|---|
| NEWFOUNDLAND | 20–1 | 27–1 | 34–1 |
| PRINCE EDWARD ISLAND | 2 | 2 | 2 |
| NOVA SCOTIA | 3 | 3 | 3 |
| NEW BRUNSWICK | 4 | 4 | 4 |
| QUEBEC | 5 | 5 | 5 |
| ONTARIO | 6 | 6 | 6 |
| MANITOBA | 7 | 7 | 7 |
| SASKATCHEWAN | <8 | <8 | <8 |
| ALBERTA | 9 | 9 | 9 |
| BRITISH COLUMBIA | 0 | 0 | 0 |
| YUKON/N.W.T. | X | X | X |
| >>CONTINENTAL U.S.A.—INCLUDING ALASKA (SPECIFY STATES) | | | |
| | _____ | _____ | _____ |
| | _____ | _____ | _____ |
| | _____ | _____ | _____ |
| | 21– | 28– | 35– |
| | 22– | 29– | 36– |
| | 23– | 30– | 37– |
| | 24– | 31– | 38– |
| | 25– | 32– | 39– |

| | | | |
|---|---|---|---|
| >>HAWAII | 26–1 | 33–1 | 40–1 |
| >>U.S. VIRGIN ISLANDS | 2 | 2 | 2 |
| >>PUERTO RICO | 3 | 3 | 3 |
| OTHER CARIBBEAN | 4 | 4 | 4 |
| BERMUDA | 5 | 5 | 5 |
| UNITED KINGDOM | 6 | 6 | 6 |
| FRANCE | 7 | 7 | 7 |
| GERMANY | 8 | 8 | 8 |
| SWITZERLAND | 9 | 9 | 9 |
| NETHERLANDS/HOLLAND | 0 | 0 | 0 |
| ITALY | X | X | X |
| ALL OTHER EUROPEAN | Y | Y | Y |
| OTHER COUNTRIES (SPECIFY) | | | |
| | | | |
| | | | |

IF SASKATCHEWAN INTERVIEW, AND IF TRIP WAS TO SASKATCHEWAN<, ASK QUESTIONS 5 AND 6, 7 TO 9 IF ALSO VISITED CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO ON THAT TRIP AND QUESTIONS 10 TO 20.

ASK QUESTIONS 7 TO 20 IF TRIP WAS TO CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO.>>

ASK QUESTIONS 10 TO 20 IF TRIP WAS TO ANY OTHER PLACE.

ASK QUESTIONS 5 AND 6 IN SASKATCHEWAN ONLY AND
IF SASKATCHEWAN VISITED IN Q. 4<BY SASKATCHEWAN RESIDENT

5-a) (HAND ORANGE CARD 1) On that trip, in which of these areas in this province did you stay overnight, if any? Just read me the letters.

| | MOST RECENT VACATION TRIP | NEXT MOST RECENT | TRIP BEFORE THAT |
|---|---|---|---|
| A. | 41–1 | 48–1 | 55–1 |
| B. | 2 | 2 | 2 |
| C. | 3 | 3 | 3 |
| D. | 4 | 4 | 4 |
| E. | 5 | 5 | 5 |
| F. | 6 | 6 | 6 |
| G. | 7 | 7 | 7 |
| H. | 8 | 8 | 8 |
| I. | 9 | 9 | 9 |
| J. | 0 | 0 | 0 |
| K. | X | X | X |
| L. | Y | Y | Y |
| M. | 42–1 | 49–1 | 56–1 |
| N. | 2 | 2 | 2 |
| O. | 3 | 3 | 3 |
| P. | 4 | 4 | 4 |
| NONE OF THESE | 5 | 5 | 5 |

-b) (IF MORE THAN ONE AREA VISITED ON THAT TRIP ASK:) In which one of those areas did you stay the longest?

| | | | |
|---|---|---|---|
| A. | 43–1 | 50–1 | 57–1 |
| B. | 2 | 2 | 2 |
| C. | 3 | 3 | 3 |
| D. | 4 | 4 | 4 |
| E. | 5 | 5 | 5 |
| F. | 6 | 6 | 6 |
| G. | 7 | 7 | 7 |
| H. | 8 | 8 | 8 |
| I. | 9 | 9 | 9 |
| J. | 0 | 0 | 0 |
| K. | X | X | X |
| L. | Y | Y | Y |
| M. | 44–1 | 51–1 | 58–1 |
| N. | 2 | 2 | 2 |
| O. | 3 | 3 | 3 |
| P. | 4 | 4 | 4 |

6-a) (HAND ORANGE CARD 2) While vacationing in that particular area, in which of these activities did you personally participate, if any?

| | | | |
|---|---|---|---|
| Boating, canoeing | 45–1 | 52–1 | 59–1 |
| Fishing | 2 | 2 | 2 |
| Hunting | 3 | 3 | 3 |
| Camping | 4 | 4 | 4 |
| Downhill skiing | 5 | 5 | 5 |
| Cross-country skiing | 6 | 6 | 6 |
| Visiting a historic site/museum | 7 | 7 | 7 |
| Attending a festival or special event | 8 | 8 | 8 |
| Attending a spectator sport | 9 | 9 | 9 |
| Shopping | 0 | 0 | 0 |
| Visiting friends and relatives | X | X | X |
| Participating in a business meeting, conference, convention | Y | Y | Y |
| Other | 46–1 | 53–1 | 60–1 |
| NONE OF THESE | 2 | 2 | 2 |

-b) And again in that particular area, in which of these types of accommodation did you stay: (READ)

| | | | |
|---|---|---|---|
| —hotel or motel | 47–1 | 54–1 | 61–1 |
| —your own vaaction home, | 2 | 2 | 2 |
| —a campground | 3 | 3 | 3 |
| —a rental house, cabin or cottage | 4 | 4 | 4 |
| —with friends or relatives; or | 5 | 5 | 5 |
| —some other place? | 6 | 6 | 6 |

GO TO QUESTION 10 IF TRIP WAS NOT TO CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO.>>

ABOUT TRAVEL—ASK EVERYONE 18 YEARS OF AGE AND OVER

ASK QUESTIONS 7 TO 9 IF TRIP WAS TO CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO.

7. How long before you started on this trip, did you finally decide to visit the United States (or Hawaii/U.S. Virgin Islands/Puerto Rico, if applicable)?

| | MOST RECENT VACATION TRIP | NEXT MOST RECENT | TRIP BEFORE THAT |
|---|---|---|---|
| DURING THE TRIP | 62–1 | 10–1 | 19–1 |
| UP TO 2 WEEKS BEFORE | 2 | 2 | 2 |
| 2 WEEKS UP TO 4 WEEKS | 3 | 3 | 3 |
| 1 MONTH UP TO 2 MONTHS | 4 | 4 | 4 |
| 2 MONTHS UP TO 4 MONTHS | 5 | 5 | 5 |
| 4 MONTHS UP TO 6 MONTHS | 6 | 6 | 6 |
| 6 MONTHS OR OVER | 7 | 7 | 7 |

8. On that trip, what were your most favourable impressions about vacationing in the United States (or Hawaii/U.S. Virgin Islands/Puerto Rico, if applicable)? (PROBE) Anything else? (RECORD VERBATIM)

| | | | |
|---|---|---|---|
| NO FAVOURABLE IMPRESSIONS | ☐ | ☐ | ☐ |
| | 63– | 11– | 20– |
| | 64– | 12– | 21– |

9. On that trip, what were your most unfavourable impressions about vacationing in the United States (or Hawaii/U.S. Virgin Islands/Puerto Rico, if applicable)? (PROBE) Anything else? (RECORD VERBATIM)

| | | | |
|---|---|---|---|
| NO UNFAVOURABLE IMPRESSIONS | ☐ | ☐ | ☐ |
| | 65– | 13– | 22– |
| | 66– | 14– | 23– |

**ASK EVERYBODY**

10-a) How many nights in total were you away from home on that trip?

TOTAL NUMBER OF NIGHTS: _____ (67/68) _____ (15/16) _____ (24/25)

-b) (IF VISITED BOTH THE UNITED STATES (INCLUDE HAWAII, U.S. VIRGIN ISLANDS AND PUERTO RICO) AND OTHER PLACES OR PROVINCES IN Q. 4 ASK) How many of those nights did you spend in the United States including Hawaii, U.S. Virgin Islands and Puerto Rico? _____ (69/70) _____ (17/18) _____ (26/27)

(71/75)

**ASK EVERYBODY**

11-a) As best as you can recall, could you tell me about how much was spent altogether by you and your party for that trip, including any credit card purchases or fares—in other words, the total cost of the trip.

| | MOST RECENT VACATION TRIP | NEXT MOST RECENT | TRIP BEFORE THAT |
|---|---|---|---|
| | $_____ (28/31) | $_____ (43/46) | $_____ (58/61) |
| ABSOLUTELY CAN'T RECALL | ☐ | ☐ | ☐ |

-b) (IF VISITED BOTH THE UNITED STATES (INCLUDE HAWAII, U.S. VIRGIN ISLANDS AND PUERTO RICO) AND OTHER PLACES OR PROVINCES IN Q. 4 ASK) And about how much of that was spent in the United States, (including Hawaii, U.S. Virgin Islands and Puerto Rico) Please include any travel expenditures made in Canada to get there.

| | | | |
|---|---|---|---|
| | $_____ (32/35) | $_____ (47/50) | $_____ (62/65) |
| ABSOLUTELY CAN'T RECALL | ☐ | ☐ | ☐ |

12. Could you tell me in which month you started that trip:

| | | | |
|---|---|---|---|
| November, 1975 | 36–2 | 51–2 | 66–2 |
| December, 1975 | 3 | 3 | 3 |
| January, 1976 | 4 | 4 | 4 |
| February, 1976 | 5 | 5 | 5 |
| March, 1976 | 6 | 6 | 6 |
| April, 1976 | 7 | 7 | 7 |
| May, 1976 | 8 | 8 | 8 |
| June, 1976 | 9 | 9 | 9 |
| July, 1976 | 0 | 0 | 0 |
| August, 1976 | X | X | X |
| September, 1976 | Y | Y | Y |
| October, 1976 | 37–1 | 52–1 | 67–1 |

13. (HAND ORANGE CARD 3) In which of these types of accommodation did you stay on this trip?

| | 38–1 | 53–1 | 68–1 |
|---|---|---|---|
| HOTEL | | | |
| MOTEL | 2 | 2 | 2 |
| RESORT OR LODGE | 3 | 3 | 3 |
| YOUR OWN VACATION HOME OR COTTAGE | 4 | 4 | 4 |
| RENTED CABIN OR COTTAGE | 5 | 5 | 5 |
| GOVERNMENT CAMPGROUND OR TRAILERSITE | 6 | 6 | 6 |
| COMMERCIAL CAMPGROUND OR TRAILERSITE | 7 | 7 | 7 |
| WITH FRIENDS | 8 | 8 | 8 |
| WITH RELATIVES | 9 | 9 | 9 |
| OTHER | 0 | 0 | 0 |

14. And about how many miles away from home was the farthest point you travelled on that trip—that is, one way?

| | (39/42) | (54/57) | (69/72) |
|---|---|---|---|
| | | | |
| No Idea | ☐ | ☐ | ☐ |

15-a) Now would you tell me what was the main type of transportation you used on that trip?

| | MOST RECENT VACATION TRIP | NEXT MOST RECENT | TRIP BEFORE THAT |
|---|---|---|---|
| CAR | 73–1 | 12–1 | 17–1 |
| MOTOR CAMPER | 2 | 2 | 2 |
| PLANE | 3 <<----- | 3 <<----- | 3 << |
| TRAIN | 4 | 4 | 4 |
| BUS | 5 | 5 | 5 |
| BOAT | 6 | 6 | 6 |
| OTHER (CIRCLE CODE AND SPECIFY) ____ | 7 _____ | 7 _____ | 7 |

-b) Were your transportation, accommodation and other arrangements bought as part of an inclusive package tour or were your arrangements for transportation and accommodation made separately?

| | | | |
|---|---|---|---|
| INCLUSIVE PACKAGE TOUR | 74–1 | 13–1 | 18–1 |
| ARRANGEMENTS MADE SEPARATELY | 2 | 2 | 2 |

-c) (IF "PLANE" << IN Q. 15-a) ASK:) Was your trip on a regularly-scheduled flight or a charter flight?

| | | | |
|---|---|---|---|
| REGULARLY SCHEDULED FLIGHT | 4 | 4 | 4 |
| CHARTER FLIGHT | 5 | 5 | 5 |

**ASK EVERYONE**

16. Did you consult with a travel agent when planning this trip?

| | | | |
|---|---|---|---|
| YES | 75–1 | 14–1 | 19–1 |
| NO | 2 | 2 | 2 |

5–1 6–0 7–1 8–2 9–1

17. (HAND ORANGE CARD 4) Which of those descriptions best describe your reasons for taking this trip? Just read me the letters: you may want to give me two or three.

| | | | |
|---|---|---|---|
| A. | 10–1 | 15–1 | 20–1 |
| B. | 2 | 2 | 2 |
| C. | 3 | 3 | 3 |
| D. | 4 | 4 | 4 |
| E. | 5 | 5 | 5 |
| F. | 6 | 6 | 6 |
| G. | 7 | 7 | 7 |
| H. | 8 | 8 | 8 |
| I. | 9 | 9 | 9 |
| J. | 0 | 0 | 0 |
| K. | X | X | X |
| L. | Y | Y | Y |
| M. | 11–1 | 16–1 | 21–1 |
| N. | 2 | 2 | 2 |

**ASK EVERYONE**

18-a) How many people were travelling together in your travel party, including yourself—that is, people travelling in your group only, but not the other members of a tour or charter, for instance in each of the following categories? (READ EACH AND WRITE IN NUMBER)

From your own household: How many were:

| | MOST RECENT VACATION TRIP | NEXT MOST RECENT | TRIP BEFORE THAT |
|---|---|---|---|
| 18 years or over, including yourself? | 22– | 28– | 34– |
| Under 18 years? | 23– | 29– | 35– |

-b) People in your party from other households: How many were:

| | | | |
|---|---|---|---|
| 18 years or over? | 24– | 30– | 36– |
| Under 18 years? | 25– | 31– | 37– |
| TOTAL | 26– | 32– | 38– |

19. Where was your home at the time of this trip? (CHECK BOX IF SAME COMMUNITY AS AT PRESENT, OTHERWISE WRITE IN NAME OF TOWN AND PROVINCE/STATE OR OVERSEAS COUNTRY)

| | | | |
|---|---|---|---|
| SAME AS AT PRESENT | ☐ | ☐ | ☐ |
| OTHER | _____ (TOWN/PROVINCE/COUNTRY) | | |
| | 27– | 33– | 39– |

20. Did you take any other trips during this 12-month period we have been talking about?

| | | | |
|---|---|---|---|
| YES | ☐ GO TO Q. 4 | ☐ GO TO Q. 4 | ☐ GO TO Q. 21 |
| NO. | ☐ CIRCLE '1' AFTER Q. 21 THEN GO TO Q. 22 | ☐ CIRCLE '2' AFTER Q. 21 THEN GO TO Q. 22 | ☐ CIRCLE '3' AFTER Q. 21 THEN GO TO Q. 22 |

21. (ASK IF 'YES' TO Q. 20 AFTER THIRD TRIP) How many other vacation trips did you take in between last year and October 31st this year?

(WRITE IN) _____

(INTERVIEWER; CIRCLE TOTAL NUMBER OF VACATION TRIPS TAKEN:)

1 2 3 4 5 6 7 8 9 OR MORE (SPECIFY) _____ 40–

22. Even if you have not vacationed in the United States or in Canada, I'd like your impression on whether one country is more expensive to travel in than the other at this time. First, would you say that gasoline in the U.S. is generally more expensive than in Canada, less expensive, or about the same? What about _____? (READ EACH LISTED BELOW)

| | MORE EXPENSIVE THAN IN CANADA | LESS EXPENSIVE THAN IN CANADA | ABOUT THE SAME | NO IDEA |
|---|---|---|---|---|
| —Gasoline? | 41–1 | 2 | 3 | 4 |
| —Air fares? | 42–1 | 2 | 3 | 4 |
| —Hotel or motel room rates? | 43–1 | 2 | 3 | 4 |
| —Dining out? | 44–1 | 2 | 3 | 4 |
| —Souvenirs and gift shopping? | 45–1 | 2 | 3 | 4 |
| (47/75) —Overall—considering the total cost of a similar type of trip? | 46–1 | 2 | 3 | 4 |

**CANADIAN FACTS CO. LIMITED**
**TORONTO-VANCOUVER-MONTREAL**

BASIC DATA—FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

WRITE CLEARLY OR PRINT, GIVE INITIALS

CIRCLE:
MR./MISS/MRS. _____ INTERVIEW NO. _____ ON LOCATION NO. _____

MAILING
ADDRESS: _____ TOWN: _____ PROVINCE: (CIRCLE CODE) (15/18)

POSTAL
CODE: _____

| | | | |
|---|---|---|---|
| NFLD _____ | 19–1 | ONT _____ | 6 |
| P.E.I. _____ | 2 | MAN _____ | 7 |
| N.S. _____ | 3 | SASK _____ | 8 |
| N.B. _____ | 4 | ALTA _____ | 9 |
| QUE _____ | 5 | B.C. _____ | 0 |

PHONE NO.: _____ NONE _____ ☐

SEX: MALE _____ 20–1

FEMALE _____ 2

---

1. IF THIS HOUSEHOLD IS LOCATED IN A RURAL AREA (i.e., A COMMUNITY OF LESS THAN 1,000 POPULATION OR OPEN COUNTRY), ASK:

-a) Is there more than one acre in this property? YES _____ ☐ ASK -b)
NO _____ 21–1

-b) Last year, did you sell more than $50 worth of products grown or raised on this property?
YES _____ 2
NO _____ 3
4

2-a) Are there any children under 18 years of age living at home?
YES _____ 22–1
NO _____ 2 GO TO Q. 3-a)

-b) (IF "YES")

| Are any of them . . . | | YES | NO |
|---|---|---|---|
| | under 5 years of age? _____ | 23–1 | 2 |
| | 5 to 14 years of age? _____ | 24–1 | 2 |
| | 15 to 17 years of age? _____ | 26–1 | 2 |

(25)

-c) Total number of children under 18 years living at home _____ 27–

3-a) How many people live in this household, including yourself, other members of your family and anyone else living as part of your household who is not a member of your immediate family?

-b) How many are 15 years of age or over?

-c) How many are 18 years of age or over?

| | -a) TOTAL NUMBER IN HOUSEHOLD | -b) TOTAL NUMBER 15 AND OVER | -c) TOTAL NUMBER 18 AND OVER |
|---|---|---|---|
| One | 28–1 | 30–1 | 31–1 |
| Two | 2 | 2 | 2 |
| Three | 3 | 3 | 3 |
| Four | 4 | 4 | 4 |
| Five | 5 | 5 | 5 |
| Six | 6 | 6 | 6 |
| Seven | 7 | 7 | 7 |
| Eight | 8 | 8 | 8 |
| Nine | 9 | 9 | 9 |
| Ten or More | 0 | 0 | 0 |
| NONE | | | X |

(cont'd) BASIC DATA—FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

4. What is your marital status? Are you . . . (READ LIST)

| | |
|---|---|
| Single | 32–1 |
| Married? | 2 |
| Widow(er), Divorced, Separated? | 3 |

5. What was the language you first spoke in childhood and still understand?

| | |
|---|---|
| English | 33–1 |
| French—(Quebec Interview) | 2 |
| French—(Non-Quebec Interview) | 3 |
| Other: (CIRCLE CODE AND SPECIFY) _____ | 4 |

6. What language do you speak most often at home now?

| | |
|---|---|
| English | 34–1 |
| French | 2 |
| Other | 3 |

7. What is your position in this household? (READ LIST IF NECESSARY)

| | |
|---|---|
| Male Head | 35–1 |
| Female Head | 2 |
| Son | 3 |
| Daughter | 4 |
| Other Male | 5 |
| Other Female | 6 |

8-a) What is your occupation?

| | |
|---|---|
| TYPE OF JOB: _____ | |
| TYPE OF COMPANY: _____ | 36– |
| Retired, Pensioned, | 37–1 |
| Student, | 2 |
| Unemployed, | 3 |
| Homemaker Only, | 4 |
| Homemaker employed outside home? ☐ ASK -b) | 38– |

-b) Is that _____ part-time, _____ ☐ (STATE JOB) _____
or full-time? _____ ☐ (STATE JOB) _____ 39–

9. What is the occupation of the head of the house?

| | |
|---|---|
| TYPE OF JOB: _____ | |
| TYPE OF COMPANY: _____ | 40– |
| Retired, Pensioned, | 41–1 |
| Student, | 2 |
| Unemployed, | 3 |
| Homemaker Only? | 4 |

10. What was the name of the last school you attended? How far did you go?

| | SOME | GRADUATED |
|---|---|---|
| Public/elementary school (Grades 1-8—Quebec Grades 1-7) | 42–1 | 2 |
| Secondary/high school (Grades 9-13—Quebec Grades 8-12) | 3 | 4 |
| Technical/senior college (Above Grades 12 or 13—Quebec CEGEP/ college classique) | 5 | 6 |
| University | 7 | 8 |

No formal schooling ---------- 9
Refused ---------- 0
Any additional schooling _____

11. What was your exact age on your last birthday?

Interviewer: If RESPONDENT REFUSES—
Estimate
Exact Age _____ Years

RECORD EXACT AGE _____ (43/44)

13. TOTAL FAMILY INCOME
(HAND WHITE CARD 1) In which of these letter groups does the approximate income of the family fall—that is, the income or earnings of all the family members living here added together?

IF REFUSED OR DON'T KNOW, GIVE BEST ESTIMATE

$ _____ (PER YEAR)
TOTAL FAMILY INCOME

| | | | |
|---|---|---|---|
| | L | 49–1 | |
| | M | 2 | |
| | N | 3 | |
| | O | 4 | |
| | P | 5 | |
| | Q | 6 | |
| | R | 7 | |
| REFUSED | | ☐ | 8 9 |

14. INCOME OF HEAD OF HOUSE
(HAND WHITE CARD 2) Now, in which of these letter groups does the approximate income of the head of the house fall?

IF REFUSED OR DON'T KNOW, GIVE BEST ESTIMATE

$ _____ (PER YEAR)
HEAD OF HOUSE

| | | | |
|---|---|---|---|
| L, M or | N | 50–1 | |
| | O | 2 | |
| | P | 3 | |
| | Q | 4 | |
| | R | 5 | |
| | S | 6 | |
| | T | 7 | |
| | U | 8 | |
| | V | 9 | |
| | W | 0 | |
| REFUSED | | ☐ | 51–1 |

15. CHECK TYPE OF DWELLING AND ASK: Do you own or rent your home?

TYPE OF DWELLING (OBSERVE, DO NOT ASK)

| | |
|---|---|
| OWN | 52–1 |
| RENT | 2 |
| SINGLE OR SEMI-DETACHED HOUSE | 53–1 |
| ROW HOUSES | 2 |
| DUPLEX, TRIPLEX, OR QUADRUPLEX | 3 |
| SUITE OVER STORE, ETC. | 4 |
| APARTMENT (5–7 UNITS) | 5 |
| APARTMENT (8–19 UNITS) | 6 |
| APARTMENT (20 OR MORE UNITS) | 7 |
| ROOM(S), PART OF HOME | 8 |
| OTHER (CIRCLE CODE AND SPECIFY) | 9 |

**EITHER**

IF INTERVIEWING MONDAY TO FRIDAY, SAY:

16. We are interested in finding out how often people are at home on weekdays at about this time. We are not interested in Saturdays and Sundays, only weekdays.

| | AT HOME | NOT HOME | CAN'T REMEMBER/ DON'T KNOW |
|---|---|---|---|
| -a) Did you happen to be at home yesterday (or last preceding weekday) at about this time? (WRITE IN NAME OF DAY) | 54–1 | 2 | 3 |
| -b) How about _____? (SAY AND WRITE IN WEEKDAY BEFORE) | 55–1 | 2 | 3 |
| -c) How about _____? (SAY AND WRITE IN WEEKDAY BEFORE) | 56–1 | 2 | 3 |

NOTE: WORK BACK THROUGH 3 PRECEDING WEEKDAYS

**OR**

IF INTERVIEWING SATURDAY, SAY INSTEAD:

| | AT HOME | NOT HOME | CAN'T REMEMBER/ DON'T KNOW |
|---|---|---|---|
| -a) We are interested in finding out how often people are at home on Saturday at about this time. For instance, did you happen to be at home last Saturday at about this time? | 57–1 | 2 | 3 |
| -b) How about the Saturday before that, at about this time? | 58–1 | 2 | 3 |

AUTOMATIC CLASSIFICATION—OBSERVE, DO NOT ASK

SOCIO-ECONOMIC LEVEL

| | |
|---|---|
| UPPER | 59–9 |
| UPPER MIDDLE | 8<br>7<br>6 |
| MIDDLE | 5<br>4 |
| LOWER MIDDLE | 3<br>2 |
| LOWER | 1 |

Interviewer's Signature:

_____

Employer Number: _____

INTERVIEW NUMBER WITHIN HOUSEHOLD:

| | |
|---|---|
| FIRST | 60–1 |
| SECOND | 2 |
| THIRD | 3 |
| FOURTH | 4 |
| FIFTH | 5 |

DAY OF INTERVIEW:

| | |
|---|---|
| Monday | 61–1 |
| Tuesday | 2 |
| Wednesday | 3 |
| Thursday | 4 |
| Friday | 5 |
| Saturday | 6 |

Date: _____ 62–

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